

Pic1: Edit card

The screenshot shows a user interface for editing a card. At the top right is a red 'Close card and save button' containing a red 'X'. Below it is a blue 'Save edited card' button with a blue 'SAVE' label and a blue 'X' icon. A horizontal red line connects the two buttons. To the left is a section titled 'Target audience' with a descriptive paragraph. On the far left is a grey 'Write prompt' input field. A vertical red line points from the 'Write prompt' field up to the 'Add prompt button' at the top right. Another vertical red line points from the 'Prompt area' label down to the 'Write prompt' field.

Close card and save button

Save edited card ————— SAVE X

Target audience

A target audience section in a creative brief defines the specific group of people the project aims to reach, detailing their demographics (age, gender, location), psychographics (values, lifestyle, personality), and behaviors (buying habits, trends).

Write prompt

Prompt area

Add prompt button

Pic2: New Card

The screenshot shows a user interface for creating a new card. In the top right corner is a red 'X' button. Below it is a grey 'Heading' input field. Underneath the heading is a grey 'Share your knowlage' input field. At the bottom left is a grey 'Write prompt' input field. A vertical red line points from the 'Write prompt' field up to the 'Add prompt button' at the top right.

X

Heading

Share your knowlage

Write prompt