

Beauty Campaign Asset Map & Brief Builder

A working document for aligning brand strategy, product truth, creative production, channel requirements and campaign measurement.

BRAND / CLIENT	
CAMPAIGN / PRODUCT	
TARGET LAUNCH	

USE THIS BEFORE THE MOODBOARD

Start with what the campaign must achieve, what customers must understand, and where the final assets must perform. Creative direction becomes sharper once those decisions are explicit.

PHIL HALFMANN

Photography planned like media. Designed to support campaigns, content systems and brand growth.

philhalfmann.com

Campaign Foundation

Define the business decision this production must support. Avoid broad goals such as “create awareness” unless they are connected to a specific audience, offer, launch phase and measurable behavior.

BRAND / BUSINESS UNIT

CAMPAIGN / PRODUCT / COLLECTION

PRIMARY COMMERCIAL OBJECTIVE

- ☐ Product launch ☐ Brand repositioning ☐ Customer acquisition ☐ Retail support
☐ Website refresh ☐ Seasonal campaign ☐ PR / awareness ☐ Always-on content

PRIMARY AUDIENCE: WHO MUST RESPOND?

DESIRED AUDIENCE ACTION

ONE-SENTENCE CAMPAIGN PROPOSITION

WHAT MUST BE TRUE FOR THIS CAMPAIGN TO BE CONSIDERED SUCCESSFUL?

Product Truth & Proof Points

Separate the product facts the imagery must preserve from the emotional territory the campaign may interpret. If the visual promise exceeds the customer's real experience, the campaign creates distrust.

DECISION	REQUIRED ANSWER
Product category / SKU(s)	
Primary customer problem	
Core functional benefit	
Primary emotional benefit	
Reason to believe / proof	
Priority ingredient, shade or feature	
Claims requiring legal review	
What must never be visually misrepresented	

Visual Accuracy Standards

- ☐ Packaging color
- ☐ Formula texture
- ☐ Shade / finish
- ☐ Product scale
- ☐ Applicator
- ☐ Coverage / result
- ☐ Skin texture
- ☐ Ingredient representation

ACCURACY NOTES AND NON-NEGOTIABLES

Audience & Message Hierarchy

A campaign cannot communicate every benefit with equal weight. Establish the order in which the audience should understand the product.

PRIORITY	MESSAGE / PROOF POINT	AUDIENCE BARRIER ANSWERED
1 - Lead message		
2 - Supporting proof		
3 - Supporting proof		
4 - Optional detail		

Audience Context

WHAT DOES THIS AUDIENCE ALREADY BELIEVE?

WHAT UNCERTAINTY OR OBJECTION SLOWS PURCHASE?

WHAT SHOULD THE CAMPAIGN MAKE THEM FEEL?

WORDS, CLICHÉS OR VISUAL CODES TO AVOID

Customer Journey Asset Map

Map each asset to a job. A visually consistent campaign can still use different levels of emotion, explanation and product clarity at different stages.

STAGE	CUSTOMER QUESTION	ASSET JOB	PRIORITY ASSET FAMILIES
Awareness	Why should I notice this?	Stop attention and establish a distinctive promise	
Interest	Is this relevant to me?	Connect product, audience and desired outcome	
Consideration	Why should I believe it?	Provide texture, application, ingredient or result evidence	
Conversion	What exactly am I buying?	Remove uncertainty around shade, scale, packaging and use	
Retention	How does it fit my routine?	Extend education, combinations, ritual and repeat use	

Campaign Sequence

PRIMARY LAUNCH NARRATIVE: BEGINNING → PROOF → ACTION

Channel & Format Matrix

List only placements the campaign is genuinely expected to support. “All channels” is not a specification: placements have different crops, safe zones, copy requirements, durations and usage value.

CHANNEL / PLACEMENT	STAGE	FORMAT / RATIO	COPY-SAFE SPACE	DUE / OWNER
Website hero				
Product detail page				
Paid social - feed				
Paid social - stories / reels				
Organic social				
Email / CRM				
Retail / partner				
PR / editorial				
Print / OOH / POS				
Other:				

Decision check: If one frame cannot serve two placements without compromising composition or clarity, schedule distinct variations at capture.

Shot-Family Architecture

Use families rather than isolated shot ideas. Each family should have a defined purpose, priority and enough variation to serve its planned placements.

SHOT FAMILY	COMMERCIAL PURPOSE	MUST CAPTURE	PRIORITY
Campaign hero	Define the idea and campaign world		A / B / C
Model-led beauty	Show person, finish and emotional context		A / B / C
Product hero	Connect packaging to campaign identity		A / B / C
Texture / shade	Show formula, color and finish		A / B / C
Application / routine	Show how the product is used		A / B / C
Proof / detail	Reduce product uncertainty		A / B / C
Hands / interaction	Create human-scale utility		A / B / C
Motion companions	Add movement and platform flexibility		A / B / C
Negative-space variants	Allow copy and interface overlays		A / B / C

Priority key: A = launch-critical | B = performance / support | C = capture if time allows

Creative Direction Guardrails

Translate positioning into repeatable visual decisions. References are useful only when the team can explain which element is being referenced and why it belongs to this brand.

ELEMENT	DIRECTION	AVOID
Lighting		
Color palette		
Skin finish		
Makeup / hair		
Product styling		
Surfaces / set		
Composition		
Camera / lens language		
Motion behavior		
Retouching		

Three Visual Non-Negotiables

- 1

- 2

- 3

Casting, Styling & Representation

Casting should support the audience, product performance and campaign idea. Representation without product relevance or meaningful context can read as tokenism rather than recognition.

DECISION	REQUIREMENT / NOTES
Number of models	
Age range / life stage	
Skin tones / undertones	
Skin type / texture considerations	
Facial features / hands / nails	
Hair / makeup capability	
Application or movement skills	
Wardrobe role	
Accessibility considerations	
Exclusivity conflicts to check	

CASTING APPROVAL OWNER

TALENT RELEASES / GUARDIAN REQUIREMENTS / SPECIAL CONDITIONS

Production Scope & Responsibility Map

Assign responsibility before costs are committed. “The team” is not an owner; each decision needs one accountable person and a deadline.

WORKSTREAM	OWNER	APPROVER	DEADLINE / STATUS
Campaign strategy			
Creative direction / moodboard			
Product readiness / samples			
Casting / talent contracts			
Hair / makeup / wardrobe			
Studio / location / permits			
Set / props / product styling			
Shot list / call sheet			
Capture / digital workflow			
Selects / retouching			
Delivery / metadata			
Licensing / renewals			

Usage, Licensing & Rights

Record the intended commercial use before requesting estimates. Production cost and licensing value are related, but they are not the same thing.

☐ Owned website ☐ Organic social ☐ Paid social ☐ Display / search ads

☐ Email / CRM ☐ Retailer / partner ☐ Print advertising ☐ Point of sale

☐ PR / editorial ☐ Out of home ☐ Internal use ☐ Other

RIGHTS FIELD	AGREED SCOPE
Licensed media / placements	
Territory	
License start date	
License duration	
Paid media included?	
Retail / third-party use	
Talent usage aligned?	
Category exclusivity	
Renewal notice date	
Restrictions / exclusions	

Control point: Photography, model, music, creator, location and third-party rights may have different scopes. Confirm that every required right covers the same campaign plan.

Approvals & Post-Production

Approval gates protect the concept from late-stage reversals. They also reveal where multiple stakeholders may give conflicting direction.

APPROVAL GATE	DECISION OWNER	DEADLINE	APPROVED / CHANGES
Objective + brief			
Creative direction			
Casting			
Prelight / technical test			
Hero selects			
Full selects			
Retouching test			
Final stills / motion			
Metadata + usage record			
Release for distribution			

Post-Production Standard

SKIN AND TEXTURE STANDARD

COLOR / SHADE REFERENCE AND APPROVAL METHOD

MASTER, CROP AND EXPORT REQUIREMENTS

Asset Delivery & Metadata

A campaign is not operationally complete when the files look finished. Teams need to know what each asset contains, where it may be used and whether it is approved.

METADATA FIELD	STANDARD / REQUIRED VALUE
File naming convention	
Campaign / product / SKU	
Shot family	
Model / talent	
Orientation / ratio	
Channel / placement	
Approval status	
License start / expiry	
Territory / media	
Version / crop	
Color profile / dimensions	
Storage owner / folder	

Recommended Filename Pattern

brand_campaign_product_shot-family_orientation_channel_version.ext

Example: aurelia_serum-launch_vitc_texture_vertical_paid-social_v03.jpg

Measurement & Learning Plan

Photography contributes to performance, but it does not act alone. Record the baseline and isolate asset-level signals where possible instead of attributing every campaign result to the shoot.

CAMPAIGN JOB	METRIC / SIGNAL	BASELINE	TARGET	REPORTING OWNER
Attention	Thumb-stop / hold / qualified reach			
Interest	CTR / engaged sessions			
Product clarity	Image interaction / questions			
Conversion	Add-to-cart / CVR / revenue per visitor			
Asset value	Reuse rate / channel coverage / lifespan			
Efficiency	Reshoots avoided / time to deploy			

Testing Plan

VARIABLES TO TEST WITHOUT CHANGING THE OFFER

HOW ASSETS WILL BE TAGGED AND COMPARED

DECISION RULE: WHAT RESULT TRIGGERS ITERATION?

Final Pre-Production Check

Use this page at the final go/no-go meeting. A checked box should mean the decision is documented and accessible, not merely discussed.

- ☐ Commercial objective and primary audience are approved
- ☐ Product claims and proof points have been reviewed
- ☐ Required SKUs and backup samples are confirmed
- ☐ Channel matrix and format priorities are final
- ☐ Shot families have A / B / C priorities
- ☐ Casting and talent usage are aligned
- ☐ Creative, skin, color and retouching standards are approved
- ☐ Location, permits, insurance and releases are confirmed
- ☐ Decision owners and approval deadlines are named
- ☐ Photography and third-party usage scopes match
- ☐ Asset naming, metadata and delivery requirements are defined
- ☐ Measurement baseline and reporting owner are recorded

Open Risks / Decisions

RISK OR DECISION	OWNER	DEADLINE	RESOLUTION

Campaign Approval

ROLE	NAME	SIGNATURE / CONFIRMATION	DATE
Brand / marketing			
Creative / production			
Legal / rights, if required			

NEXT STEP

Use this completed builder to brief your creative team, compare production proposals and prevent channel requirements from being discovered after the shoot.

Planning a beauty campaign? philhalfmann.com/contact/