DL.09 · PAID GROWTH · TEMPLATE

Financial ads creative brief template

A brief structure that gets remittance creative through financial advertising review the first time, with the permitted and prohibited claim lists filled in before anyone starts designing.

Use this when	Time to run	Length	Category
Before commissioning any paid creative	45 min	Per campaign	Paid Growth

Most rejected financial creative was doomed at the brief. A brief that says 'communicate that we are fast and cheap' produces claims that cannot be substantiated, and three rounds of edits after the platform says no.

This brief fences the creative territory before production starts. Creative freedom inside a defined area produces better work than an open brief followed by legal rewrites.

> Platform policies for financial services advertising change and vary by market. Confirm current requirements per platform and market, and take substantive regulatory questions to a qualified adviser.

1 · Campaign context

Field	Entry
Campaign name	
Corridor or corridors	
Markets	
Platforms	
Audience	
Funnel stage	Awareness / consideration / conversion
Primary conversion event	First completed transfer
Budget and flight	

2 · The one thing

Everything else in this brief serves this line.

Field	Entry
The single idea this creative must communicate	
Who it is for, specifically	
What they currently believe	
What they must believe after seeing it	
The objection it removes	

> If the single idea cannot be written in one sentence, the campaign has two ideas and needs two sets of creative.

3 · Permitted claims

Fill this in before briefing. Anything not listed here cannot be said.

Claim	Substantiation	Where it is held

- [ ] Rate figures: current, dated, with an expiry
  If the creative will outlive the rate, do not show the rate
- [ ] Delivery time: honest range, never a best case
- [ ] Payout methods: only those actually live on this corridor

- [ ] Coverage claims confirmed with the payout partner

4 · Prohibited in this campaign

Standard list. Add campaign-specific items.

- [ ] Guaranteed delivery time
- [ ] Guaranteed saving or amount
- [ ] Unqualified superlatives: cheapest, fastest, best
- [ ] Competitor names
- [ ] Comparison without a stated basis
- [ ] Any implication of regulatory status not held
- [ ] 'Free' unless the transfer is genuinely free
- [ ] Tax, immigration or personal financial advice
- [ ] Urgency framing implying financial loss if they delay
- [ ] Imagery implying hardship resolved by a transfer

> Hardship framing performs well in testing and fails badly on review and on brand. Diaspora audiences recognise it immediately and it is the fastest way to lose community trust in a corridor.

5 · Creative requirements

Field	Entry
Formats and aspect ratios	
Length ceiling	Most winning creative in this category is under 30 seconds
Languages	Written natively, not translated
Subtitles required	
Brand elements required	
Disclosure required on creative	
Number of concepts	
Variants per concept	

6 · Destination

- [ ] Landing page URL specified per corridor, not a homepage
- [ ] Destination carries substantiation for every claim in the creative
- [ ] Rate on the destination matches the creative
- [ ] Destination tested on a mid-tier mobile handset

7 · Measurement

Field	Entry
Judged on	Cost per first completed send

Field	Entry
Secondary measures	
Minimum spend to read a result	
Test structure	
Decision date	

8 · Approval

Stage	Name	Date
Brief approved		
Concepts approved		
Compliance review passed		
Platform review passed		

Want us to run this for you?

A fixed-fee growth audit covers acquisition, KYC completion, retention and tracking across your corridors. Two weeks, a written roadmap, and you keep it whether or not we work together.
bussinesstan.com/growth-audit · hi@bussinesstan.com