

NORTH OF GREY

CREATIVE BRIEF SPRING / SUMMER '26

Channel(s): Social Media / Web

PRODUCT: NORTH OF GREY - SERIES 1 LINE

Brand Campaign Name: "_____"

Campaign Timeline: Q1-Q2 2026



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The background of the entire page is a photograph. On the left, a woman with brown hair is wearing a black, strapless, off-the-shoulder dress. In the foreground, a bright red handbag is visible. On the right, there are framed abstract black and white artworks. The central content is overlaid on a light beige, textured rectangular area.

CAMPAIGN OBJECTIVES

01	<p>Brand Awareness and Emotional Resonance</p> <p>Establish North of Grey as a distinctive mid-luxury brand that blends ethical craftsmanship with modern minimalism. The video should emotionally engage viewers, embodying the “Liberated Elegance” theme and increasing unaided brand recall among the target audience.</p>
02	<p>Audience Engagement and Social Amplification</p> <p>Drive meaningful interaction (views, shares, saves, comments) across short-form platforms: Instagram Reels, TikTok, and LinkedIn, by creating visually arresting, authentic content that viewers want to re-watch and share.</p>
03	<p>Traffic and Conversion Activation</p> <p>Translate viewership into measurable actions such as click-throughs to the campaign landing page, product exploration, and direct-to-retail (DTR) transactions, with goals of improving CTR and conversion rates compared to Q4 2025 performance (See more under Objectives & KPI Targets)</p>
04	<p>Creative Validation and Iterative Learning</p> <p>Use this launch as a market test to assess AI-driven storytelling’s appeal, gather engagement and sentiment data, and refine North of Grey’s content approach for subsequent Q2 and Q3 campaigns.</p>

GOALS & KPI TARGETS

Primary Objective:

Generate top-of-funnel interest and mid-funnel engagement through an aesthetically premium, narrative-rich short-form film.

Key Goals:

- Increase CTR to owned e-commerce and DTR (direct-to-retail) channels by 20–25% vs. Q4 2025 benchmarks.
- Drive brand recall and affinity among high-performing women aged 30-50 (++ brand lift score on awareness).
- Collect early behavioral data to guide broader asset production in Q2 (conversion-oriented creative).

KPI Framework:

- View-through rate (VTR): $\geq 60\%$.
- Engagement (saves/shares/comments): $\geq 6\%$ combined.
- DTR sales attribution uplift (video-assisted conversion rate): +15%.
- Sentiment analysis: 80% positive or neutral.



TARGET AUDIENCE & INSIGHT

Primary Audience:

High-performing women aged 30-50 who balance demanding professional and personal lives. They seek products that quietly elevate their daily rhythm without demanding attention.

Demographics:

- **Age:** 30-50
- **Income:** Upper-middle to emerging affluent
- **Geography:** North America, UK, Western Europe, select urban Asian markets
- **Professional Roles:** Executives, consultants, founders, creatives, and professionals who integrate work and lifestyle fluidly

Cultural Insights:

Consumers in this bracket **redefine luxury as competence elevated to art**. Their aspiration is not to display wealth but to express mastery over the demands of modern life, a perfect meeting of refinement and readiness.

Psychographics:

- Seeks objects that **perform beautifully and simplify complexity**, form meeting function to support the rhythm of a full modern life.
- **Values craftsmanship and enduring quality** as expressions of intelligence and stability. A well-constructed handbag represents capability, not indulgence.
- **Defines luxury as functional beauty**, purposeful design that endures and integrates seamlessly into work, travel, and personal downtime.
- **Appreciates sustainability** and ethical production, but views them as natural outcomes of brands that take craftsmanship seriously. They favor eco-consciousness that feels authentic, not performative.
- **Emotionally identifies with brands that reflect balance**, self-mastery, and intentional living. Avoids excess, overt branding, and fleeting trends in favor of pieces that feel considered, timeless, and quietly empowering.
- **Finds inspiration through social platforms**, Instagram, TikTok, Pinterest, and LinkedIn, for lifestyle and self-expression guidance.

Behavioral Markers:

- Operates in a highly connected digital ecosystem; uses devices and platforms as tools of efficiency.
- Makes purchase decisions after engaging with authentic storytelling, especially when design philosophy and construction process are revealed transparently.
- **Frequently compares products on the basis of utility, texture, and design rigor rather than price alone.**
- Influenced by peers and creators who communicate clarity, control, and well-being rather than luxury for its own sake.

Creative Implications:

The campaign's tone should celebrate functional luxury as emotional liberation. Visuals and messaging should highlight texture, motion, and purpose, illustrating how the product moves with the owner through life's distinct moments. The emotional uplift (**possible taglines: "Liberated Elegance", "Composed in Motion", "Earned Escape", "Release, Refined", "Freedom, On Her Terms", "Reserved for Her"**) comes not from fantasy, but from the peace of having something that works beautifully every time.



PROJECT OVERVIEW AND BACKGROUND

North of Grey is a mid-luxury brand defined by beautiful utility, craftsmanship honed for motion, intelligence, and elegance. With the launch of its 2026 tote-and-handbag set, the brand reaffirms that true luxury is about design performing seamlessly in the rhythm of real life.

North of Grey is preparing to launch its first handbag digital DTC marketing campaign featuring its **Series 1 collection**. This short-form AI-generated video will serve as a digital-first cornerstone asset for a brand awareness and **sales activation campaign across Q1–Q2 2026**.

The creative vision: craft a visually arresting and narratively rich short-form video using generative AI, blending organic and inorganic imagery to express “**Select Narrative Choice 1-3.**” The narrative should deliver emotional lift, transforming greyness into light, anchoring the brand’s values of intentional simplicity, craftsmanship, and ethical sophistication.

Industry context: the mid-luxury handbag segment, valued for quality, not logo prominence, has seen heightened interest from Millennial and Gen-Z professionals who seek brands balancing functionality, craftsmanship, and timeless form.

INITIAL CAMPAIGN NARRATIVES CONCEPTS

Narrative		02
Name: “Rise Above”		
Short Form Video 30 Seconds		
Deployment Channel(s): Social Media Sites		
<p>“From solid ground to open sky, true elegance is the quiet power to rise above the day.”</p> <p>The handbag and tote still symbolize mastery and readiness, but now their journey is visually mapped from the dense structure of the city to the clarity of the sky above the clouds.</p>		
<p>Messaging Pillars</p> <p>Crafted for Motion Each detail serves a function; every stitch supports your rise, from cobblestone streets to open sky.</p> <p>Designed to Endure Beauty measured in years and miles, through rain, concrete, and cloud.</p> <p>Intentional Luxury True refinement is the balance between earth and air, solid utility rendered with sculptural grace.</p> <p>Liberation Through Ascent Freedom begins where form and function meet, and lifts you above the greyness of the everyday.</p>		

Narrative Focus

The film now visualizes ascent from solidity to spaciousness, moving from the weight of routine into an earned, light-filled moment that belongs only to her.

1. Opening – Metro Environment:

- Start in the grey solidity of Liverpool (or a similar metro environment), wet pavements, brick, steel, and glass.
- The world feels ordered, busy, and slightly heavy; the young professional woman (grey wool trench, grey plaid knee length dress, black high boots, North of Grey red tote bag) moves through it with calm control, the red handbag/tote a subtle focal point amidst greys.

2. Evolution to Clouds:

- As the day unfolds, subtle transitions begin: reflections in windows, steam, or train/public transport glass soften into shifting grey clouds.
- The city textures morph into cloud formations, suggesting that her capability is what allows her to lift above the density of routine.
- The bag remains present as a grounding element in these transitions, glimpsed in reflection, in hand, beside her on a train seat or as a constant red accent against greys.

3. Above the Clouds:

- The grey clouds gradually thin; light pierces through. The young woman sets her bag on the edge of the outer roof-edge wall of a penthouse or office building.
- We emerge, the penthouse above the cloud layer reaching into a sunlit, expansive sky, warm whites, soft blues, and a vivid, confident red.
- In the final beat, the red handbag subtly transforms into a red bird, a graceful, minimalist shape that takes flight and arcs across the sunlit sky.
- This bird is not fantasy for its own sake; it is a metaphor: her earned freedom, her self-defined path, her movement beyond obligation into self-owned joy.

The transformation from bag to bird visually encodes the idea that real craftsmanship gives you wings, not by escaping life, but by rising above its weight.

Voice & Tone:

Voice remains warm, intelligent, and quietly assured, but now leans slightly more into the language of ascent and light:

- In email body copy (not in the video itself) emphasize phrases like: “rise above,” “carved from the everyday,” “from weight to weightless,” “a calm step above the rush.”
- Maintain tactile, grounded cues so the piece stays anchored in real life, not pure fantasy.

Visual Language

Textures:

- Start:** brick, stone, wet pavement, steel, glass, fabric of her grey coat.
- Transition:** those materials morph into cloud textures, ripples in puddles become cloud ripples; steam becomes mist; glass reflections soften into sky.
- Always anchor with tactile details of the bag: stitching, grain, hardware catching light as it moves from city to sky.

Motion:

- From grounded walking and commuting to smoother, gliding camera moves as clouds appear.

The **final motion**, the red bird gliding above the clouds, should feel calm, intentional, and unhurried.

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Narrative Focus - Continued

Color Story:

- **Early:** layered greys of Liverpool/metro life with the red bag as the only strong color.
- **Mid:** grey clouds with subtle warm highlights, still punctuated by the red accent.
- **Final:** sunlit sky above the clouds, where the red bird (from the transformed bag) arcs across a luminous, expansive background.

Imagery Style:

- Organic AI morphing between city surfaces and cloud forms, always rooted in real-world physics (rain, condensation, reflections, fog).
- The bag-to-bird transformation should be elegant and minimal: a shift in silhouette and structure, not a cartoonish morph.

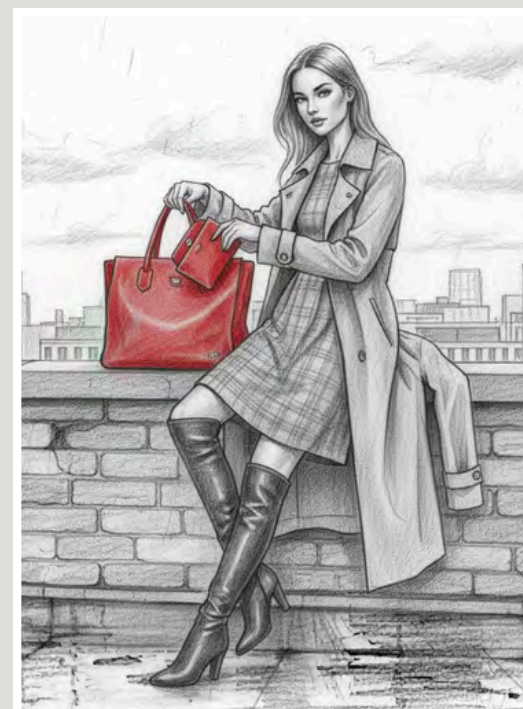
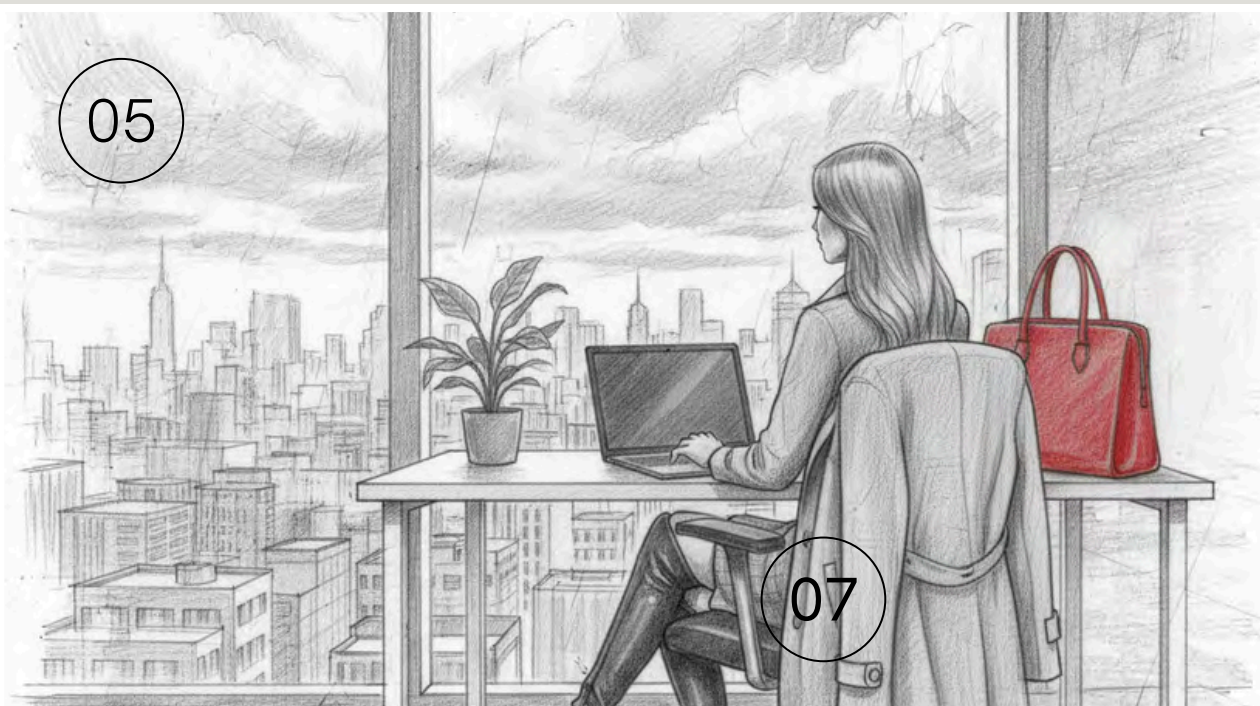
Emotional Arc

- Begin: Subdued, structured, slightly heavy, repetition, commute, schedule.
- Middle: The world softens; structure gives way to softness and possibility as city becomes cloud. There is a sense of earned rise, she has moved through her responsibilities with grace.
- End: Above the clouds, everything is clear, bright, and open. The red bird carries the last note: a quiet, earned freedom that still feels connected to her, a piece of her world that she has allowed to take flight.

The message remains: real beauty functions, and when it functions at its best, it gives you space to rise.

Call to Action

“Discover the craftsmanship that lifts you above the everyday. Visit [campaign landing page].”



STORY BOARDS

Walking through the grey solidity of her every day... the city glazed with post-rain light, skies heavy and low. The rhythm of mass transit hums beneath her feet; the office looms, its windows framing only more clouds. A muted world, motion without color.

And then, escaping to the rooftop.

Above the clouds, she steps into another realm. The setting sun ignites the horizon, scattering gold across the fading blue. The grey dissolves into flame and light, and the dull hum below becomes silence, then song. Her tote stirs, shimmers, turns red... becomes a bird... and takes flight, a flicker of freedom against the dusk.

She watches it vanish, then turns. Her day complete, she walks from the rooftop, not downward, but forward, toward new adventures, toward the roof top club where her friends wait, into a world alive with color, sound, and boundless energy.

She walks toward what lies above the clouds, toward what waits North of Grey.

TIME TABLE - CONTENT CREATION (VIDEO)

1. Pre-Production Alignment (Late December – Early January)

- **Finalize creative direction**, script/sequence, and visual references with North of Grey.
- **Confirm all required assets** are delivered (logo files, brand color values, product photography or 3D references, music direction, and any mandatory copy).

4. Final Delivery (By 3rd Week of January)

- **Delivery of final approved video** and agreed cut-downs by the 3rd week of January, provided creative direction is locked and all assets were received on schedule, as committed by the creator.
- **Handover** includes file masters, platform-ready exports, and a brief usage note (recommended platforms, aspect ratios, and duration notes).

2. Production & Initial Edit (Week 1–2 of January)

- Creator develops the full motion concept based on the approved direction, including scene transitions (**office → apartment → dress change → nightlife**).
- **First full video draft** (V1) is assembled and shared for internal review and feedback (timing, pacing, product visibility, and brand tone).

3. Revisions & Refinement (Week 2–3 of January)

- Incorporate North of Grey’s consolidated **feedback into V2** (color grading, motion smoothing, CTA framing, captioning if applicable).
- **Final polish** on sound, transitions, and export settings for all required formats (5–10s master, platform-specific crops/ratios).



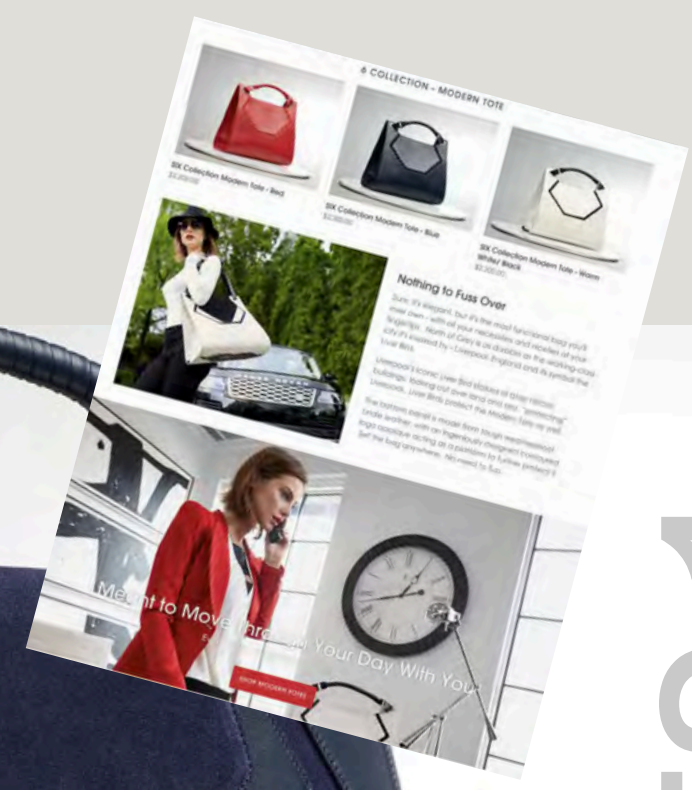
WEBSITE

The campaign should include updates to the brand's website that showcase the existing collection and highlight the brand's commitment to craftsmanship and understanding the needs for their targeted client base. The website should also include, landing pages to tie into Q1-Q2 email and social media campaigns, plus calls to action that encourage visitors to make a purchase.

Should demonstrate “**naming**” the line of bags, and **teasing a NEW** spring line and **new accessories**.

Personalization may be an option.

NORTH
OF
GREY
2026



SERIES 1



Email Marketing

In Q1-Q2 two additional email campaigns (one Product and one Brand centric) will work in tandem with this AI video campaign, reflecting congruent visual ID, products, voice and teasers. The emails should also include special promotions and discounts to encourage customers to make a purchase BEFORE the new line launches.

1. Relationship to Existing Agreements

1.1 Hierarchy of documents

This Creative Brief is an operational document and does not replace any signed agreement between North of Grey (the “Client”) and the Contractor. In the event of any conflict or inconsistency, the following order of precedence applies:

- 1.the signed Creative Services Proposal (including its Legal Terms),
- 2.the executed Non-Disclosure Agreement (NDA) governed by Michigan law,
- 3.this Creative Brief.

1.2 Incorporation by reference

All terms and definitions in the Creative Services Proposal and the NDA are incorporated into this Brief by reference and apply to the services and deliverables described here, including the use of AI-generated content and cross-border performance of services.

2. Cross-Border Status and Tax

2.1 Independent contractor (cross-border)

The Contractor is an independent contractor providing services from Canada. Nothing in this Brief creates an employment relationship, partnership, joint venture, or agency between the Client and the Contractor. The Contractor has no authority to bind the Client except as expressly authorized in the Creative Services Proposal.

2.2 Taxes and filings

The Contractor is solely responsible for all Canadian income taxes, HST/GST or other applicable taxes, and any required filings with Canadian authorities in connection with amounts paid under this project. The Client is not responsible for Canadian payroll, source deductions, or benefits. The Client will handle any US withholding obligations, if applicable, in line with the Contractor’s valid tax form (e.g., IRS Form W-8BEN) and applicable cross-border tax rules.

3. Intellectual Property and Use of AI

3.1 Ownership and licence confirmation

As between the parties, and subject to full payment of all fees under the Creative Services Proposal, ownership of the final deliverables, including the AI-generated video and related project files, is allocated as set out in the Creative Services Proposal (work-for-hire treatment and perpetual, worldwide commercial usage rights for the Client). For clarity, the Client’s rights are intended to cover worldwide digital exploitation, including in the United States and Canada, across all platforms specifically contemplated in the Brief.

3.2 Third-party content and tools

The Contractor will not knowingly incorporate any third-party content (including music, stock footage, still images, typefaces, or code) that is not properly licensed for the intended commercial use. Where third-party assets or AI tools require specific licence terms, the Contractor will:

- Use only properly licensed versions of such tools/assets; and
- Disclose any material use restrictions that would limit the Client’s intended use of the deliverables.

The Client remains responsible for the accuracy and legality of any scripts, claims, or product information it supplies, and for ensuring that those claims are compliant in the markets where the content will run (including the US).

3.3 Portfolio use

Subject to the NDA and any confidential information restrictions, the Contractor may use non-confidential excerpts of the final deliverables in a personal portfolio or showreel, as set out in the Creative Services Proposal, provided such use does not disclose unpublished campaign details or trade secrets.

4. Compliance, Releases, and Risk Allocation

4.1 Legal and platform compliance

Both parties acknowledge that the content will be distributed primarily on social media platforms and must comply with:

- Applicable advertising, consumer-protection, and privacy laws in both the United States (primary target market) and Canada (location of production); and
- The policies and community guidelines of the platforms where the content is published.

The Contractor will follow the Client’s written instructions and brand guidelines, and will flag any apparent conflicts with platform rules that are reasonably evident from those instructions. The Client is ultimately responsible for ensuring that product claims, required disclosures, and targeting parameters comply with applicable laws in the markets where the ads are run.

4.2 Talent, likeness, and location releases

If the Contractor is required to capture or generate content that includes identifiable individuals, talent, voices, or recognizable private locations, the Contractor will obtain appropriate written releases in a form reasonably acceptable to the Client, unless the Client has expressly agreed in writing to obtain such releases itself. The Contractor will provide copies of such releases to the Client upon request. For minors, releases must be signed by a parent or legal guardian.

4.3 Indemnity reminder (cross-border)

Each party’s indemnity obligations, including for IP infringement, misuse of confidential information, and breaches of contract, are governed by the Creative Services Proposal and/or NDA. Those obligations are intended to operate in both the United States and Canada, to the extent permitted by the governing laws specified in those agreements.

4.4 Limitation of liability

Except as otherwise expressly stated in the Creative Services Proposal or NDA, each party’s liability to the other in connection with this Brief and the services described in it is subject to the same exclusions, caps, and force-majeure protections set out in the Creative Services Proposal (including the cap at fees paid, and any carve-outs agreed there).

5. Administrative Notes

5.1 Approvals and revisions

The rounds of revisions and approval milestones described earlier in this Brief are subject to the revision limits, timelines, and change-order rules set out in the Creative Services Proposal. Any work that goes beyond those limits will require written approval and may be billed at the agreed hourly rate or under a new proposal.

5.2 Notices and communications

Formal notices relating to legal rights (e.g., termination, breach, or dispute notices) must be sent to the notice addresses and using the methods set out in the Creative Services Proposal or NDA. Day-to-day creative communication may occur via email or other agreed channels and does not, by itself, amend any legal terms.

5.3 No additional warranties

This Brief is not intended to add any warranties or guarantees beyond those already stated in the Creative Services Proposal and NDA. All disclaimers and “as-is” limitations in those documents continue to apply to the services and deliverables described in this Brief.