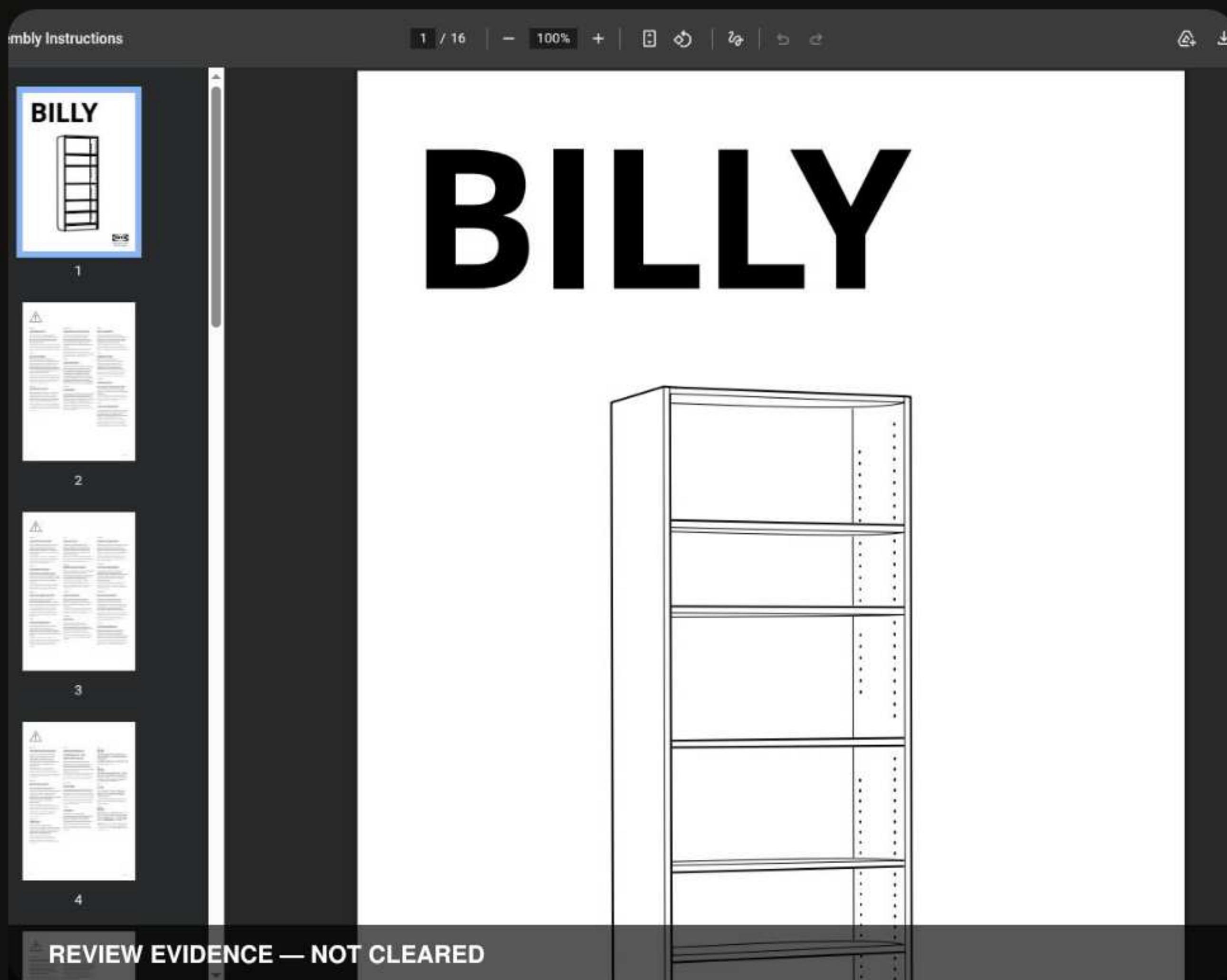
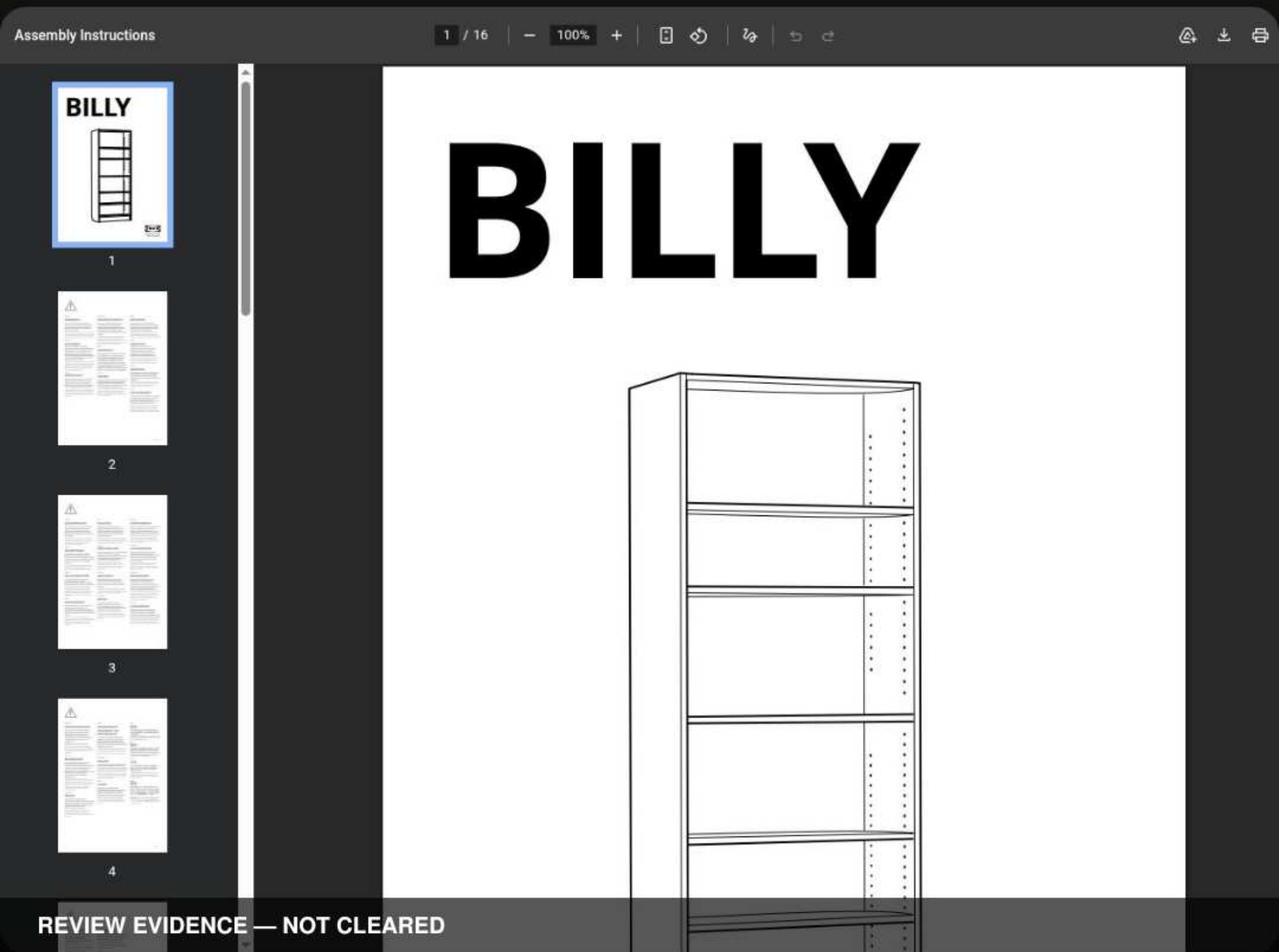




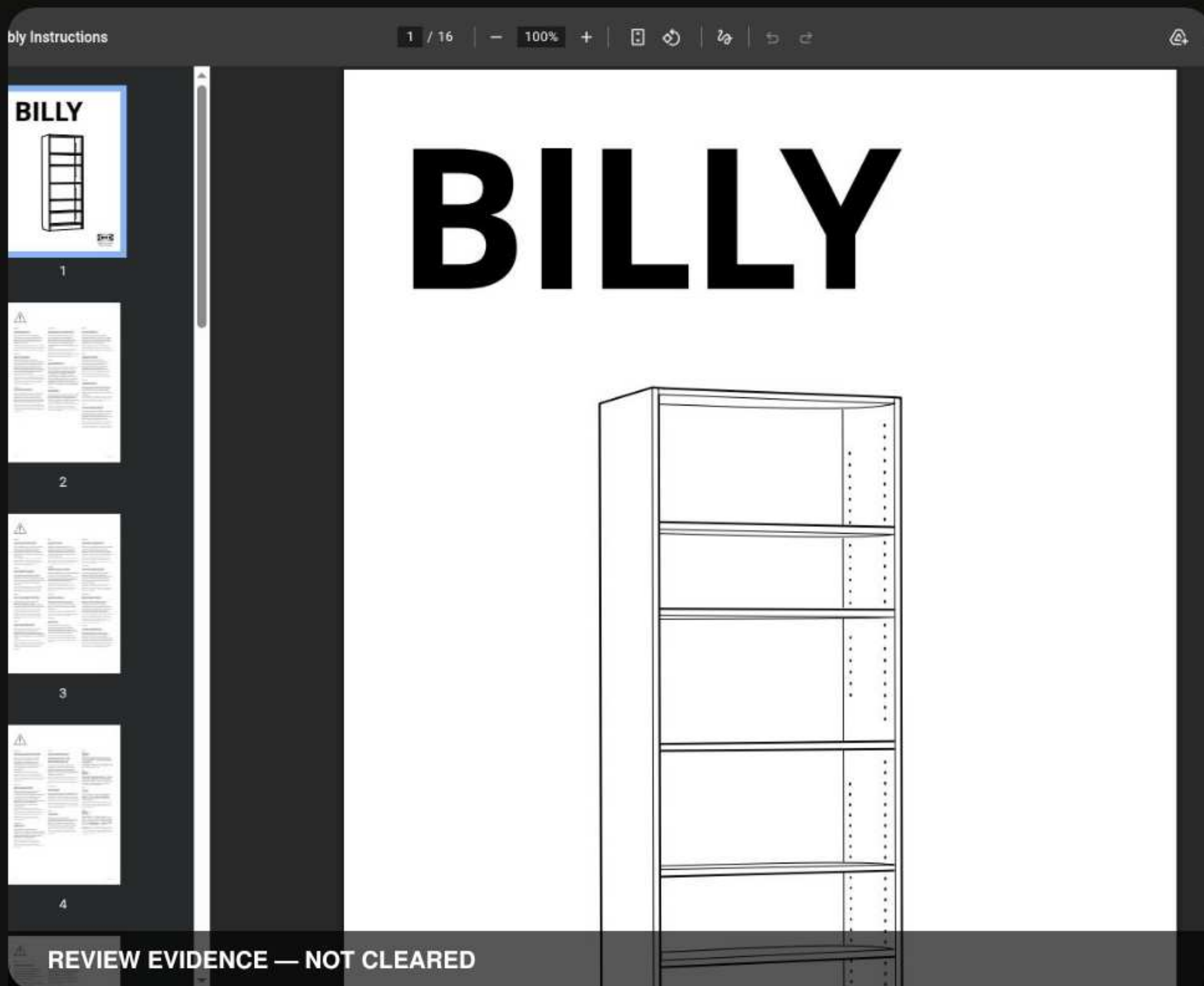
Define the checks before the finished asset appears.

Claims, rights, identity, disclosure, accessibility and route each need a visible check.



What does done mean?

Name the approved version, format, account, placement, date and archive location.



INPUTS → SEQUENCE → CHECKS → FINISHED STATE

The brief becomes useful when it connects what enters, what happens, what is checked and what exits.