

# Feature Guide: Briefs

Last Modified on 11/18/2025 11:27 am PST

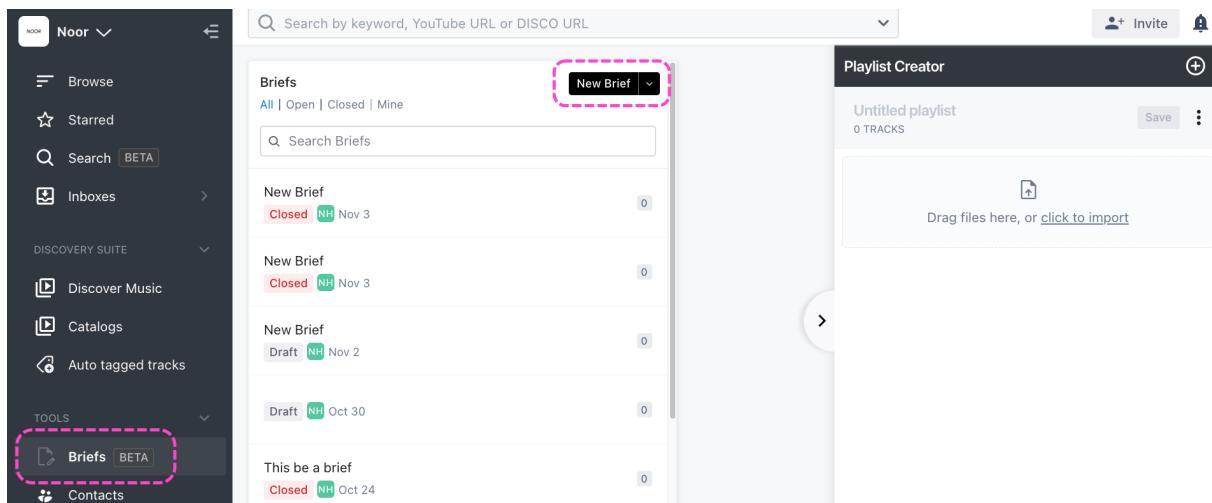
## At a glance

In three easy steps, you can create, share, and review **Briefs** on DISCO!

## Creating and publishing Briefs

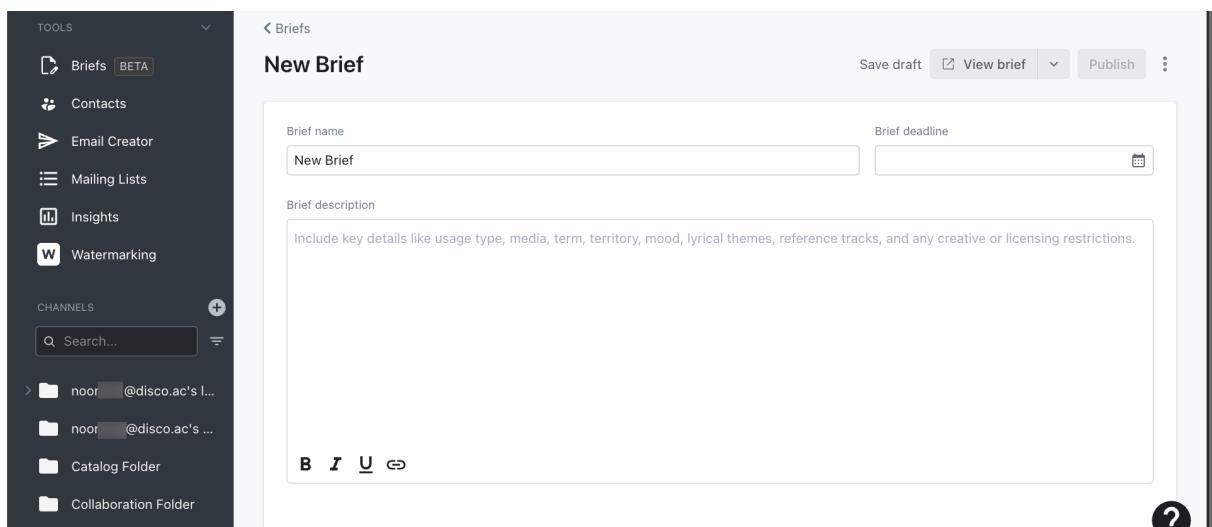
### Step 1: Create and publish a Brief

1. On the left sidebar of your DISCO, under **Tools**, select **Briefs**.
2. In the upper-right corner of the **Briefs** page, click the **New brief** button.



The screenshot shows the DISCO interface. On the left, there's a sidebar with various tools like 'Browse', 'Starred', 'Search', 'Inboxes', 'Discover Music', 'Catalogs', and 'Auto tagged tracks'. Under 'TOOLS', the 'Briefs' button is highlighted with a pink dashed box. The main content area shows a list of briefs: 'New Brief' (Closed, Nov 3), 'New Brief' (Closed, Nov 3), 'New Brief' (Draft, Nov 2), 'Draft' (Nov 30), and 'This be a brief' (Closed, Oct 24). At the top right, there's a 'New brief' button, which is also highlighted with a pink dashed box. To the right, there's a 'Playlist Creator' sidebar with an 'Untitled playlist' and a 'Drag files here, or click to import' area.

3. On the Brief editor screen:



The screenshot shows the 'New Brief' editor screen. The sidebar on the left shows 'Briefs' selected. The main area has fields for 'Brief name' (filled with 'New Brief'), 'Brief deadline' (calendar icon), and 'Brief description' (with a note about including usage type, media, term, mood, lyrical themes, reference tracks, and licensing restrictions). The bottom right has a question mark icon.

- Enter a **Brief name** - this name will be shown on the brief submission page
- Enter a **Brief deadline** - when this deadline passes, the brief will automatically close and brief recipients will no longer be able to view the brief or submit responses
- Enter a **Brief description**

**Tip:** Include key details like usage type, media, term, mood, lyrical themes, reference tracks, and any creative or licensing restrictions.

- Click the **Publish** button.

**Example:**

Brief name: Example Brief

Brief deadline: November 22, 2025, 12:30 PM America/New\_York

Brief description:

**Brand**  
Chevrolet

**Concept Overview:**  
"True Grit" is Chevrolet's flagship Silverado campaign for 2025, highlighting the emotional core of truck ownership — durability, loyalty, and identity forged through hard work. The spot follows a multi-generational narrative of Americans who've depended on their trucks through life's toughest moments — from ranches to recovery zones to homecomings. The visuals are grounded, documentary-style: think hands on metal, sun-drenched fields, and dirt-caked boots.

**Music Direction / Tone:**  
We're looking for a powerful, emotionally resonant Americana/rock track that evokes endurance and sincerity. Music should carry the full emotional arc of the ad — from reflective to triumphant — with a strong build and an unmistakable sense of authenticity.

**Reference Track:**  
"Like a Rock" – Bob Seger & The Silver Bullet Band

Tone: nostalgic, gritty, deeply felt

Tempo: mid-slow build (60–85 BPM range)

Instrumentation: guitar-driven, rich live instrumentation preferred

Vocal: raspy, raw, masculine energy, or emotionally grounded female vocal

Lyrical themes: resilience, legacy, strength, standing tall, surviving, enduring

**What We're Open To:**

- Existing catalog (cleared for sync)
- Indie artists or small-label gems
- One-stop or easy-clear preferred

**What to Avoid:**

- Pop gloss or dance beats
- Slick commercial polish
- On-the-nose country clichés

**Deliverables Needed for Consideration:**

Full track (WAV or high-res MP3)

Instrumental version

Lyrics sheet

Rights and clearance info (master + publishing)

Contact info for sync licensing

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## Sharing Briefs

### Step 2: Share your Brief with recipients

- From the Brief editor page, open the menu (:) in the top right corner and select **Share**.

Save draft View brief : Publish

Example Brief

Brief name: Example Brief

Brief deadline: November 22, 2025, 12:30 PM America/New\_York

Brief description:

**Brand**  
Chevrolet

Share Brief notes Duplicate Close brief Delete brief

- From the **Share brief** menu:

- Add recipients – you can enter an email address, search for a DISCO contact or Mailing List, or add recipients from previously shared Briefs
- Set a **Reply to address** – this is where email replies to your Brief will be sent
- Set a **Sender display name** – this is the name that will appear in the recipient's email
- Set a **Subject** – this is the email subject
- Add a **Message** (optional) – add a message to be included in the email

- Click **Send to X recipients**.

**Example:**

## Share brief

### Example Brief

November 18th 2025, 11:43am

Enter email addresses or search for contacts, mailing lists, or briefs

Enter email addresses...

#### Reply to address

olivia@disco.ac

#### Sender display name

Olivia Disco

#### Subject

Example Brief

#### Message

Hi everyone, check out this new brief!

Cancel

Send

## Reviewing Brief responses

### Step 3: Review Brief responses

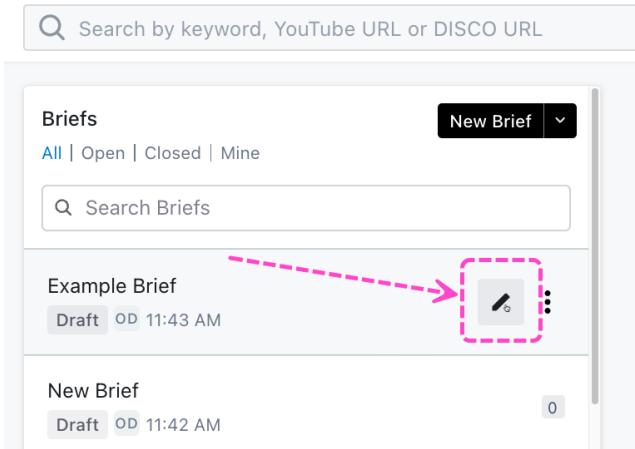
You can view responses to your brief by clicking the brief name in the Briefs column. Similar to Inboxes, you can view each playlist submitted, who it was submitted by and any included messages.

The screenshot shows the Noor platform interface. On the left, there's a sidebar with various tools and channels. The main area is titled 'Briefs' and shows a list of briefs. One brief, 'Example Brief', is highlighted and expanded. This expanded view shows a list of submissions. The first submission is from 'Noor' with the message: 'Re: Version - 10/09/2025, 04:41 AM UTC (Latest) From: Noor noor@disco.ac'. Below the message, there's a note: 'Here's my submission, hope you like it!' and a link to a playlist titled 'Bob Seger & The Silver Bullet Band - Like A Rock'. The interface is clean with a light blue and white color scheme.

## Editing a Brief

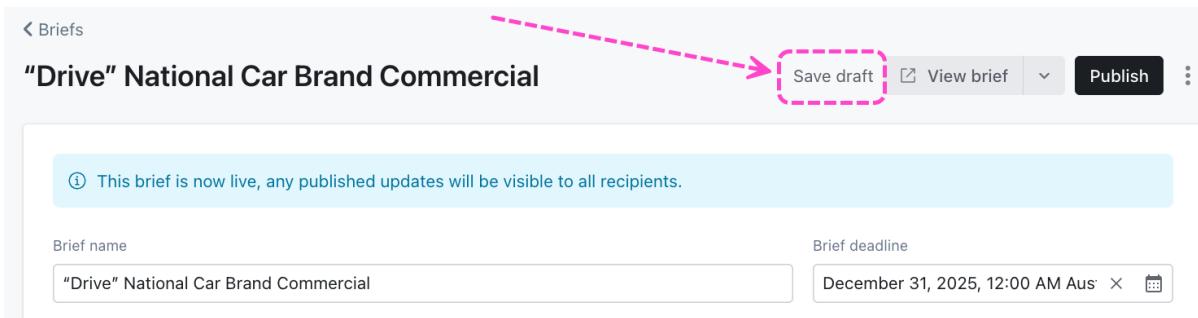
## To edit a **Brief**:

1. Hover over the Brief name and click the **Edit** pencil.



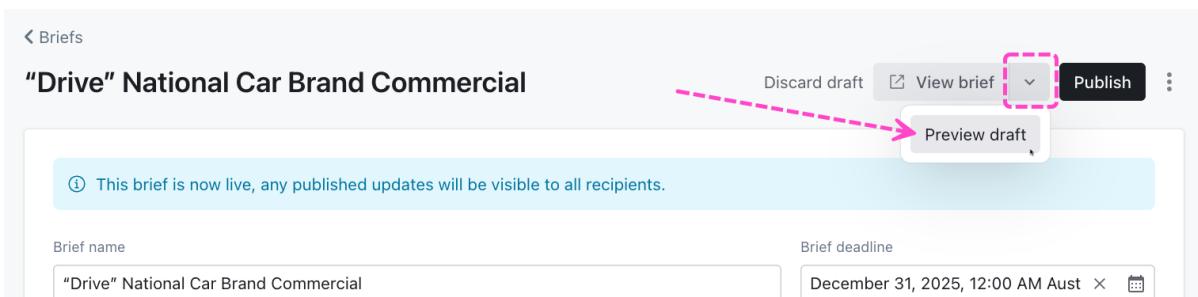
A screenshot of the 'Briefs' list screen. At the top is a search bar. Below it is a 'Briefs' section with a 'New Brief' button. Underneath are two brief entries: 'Example Brief' (Draft, OD 11:43 AM) and 'New Brief' (Draft, OD 11:42 AM). A pink dashed arrow points from the text 'click the Edit pencil.' to the edit icon (pencil inside a box) for the 'Example Brief' entry.

2. From the Brief editor screen you can make any desired changes. As you make changes, you can save them in a draft state (not visible publicly) by clicking **Save draft**.



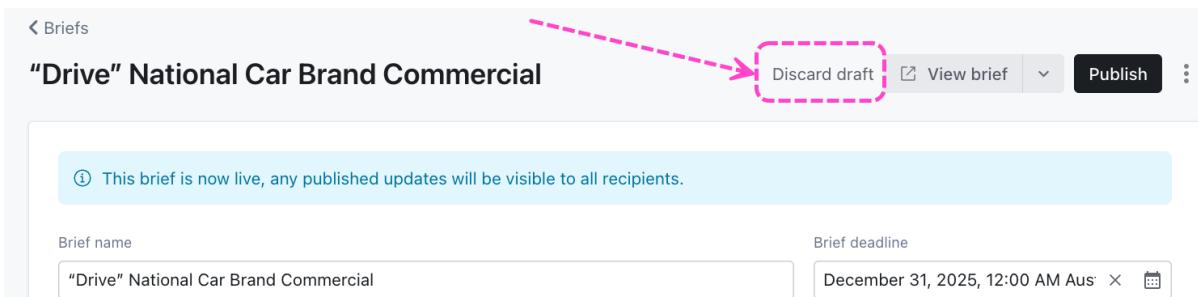
A screenshot of the 'Drive' National Car Brand Commercial brief editor screen. At the top are buttons for 'Save draft', 'View brief', and 'Publish'. A pink dashed arrow points from the text 'click the Save draft button.' to the 'Save draft' button. A message at the top says 'This brief is now live, any published updates will be visible to all recipients.' Below are fields for 'Brief name' ('Drive' National Car Brand Commercial) and 'Brief deadline' (December 31, 2025, 12:00 AM Aus).

3. To preview your changes, click the **View brief** dropdown and select **Preview draft**. A preview of the brief submission page will open in a new tab and will include your saved changes.



A screenshot of the 'Drive' National Car Brand Commercial brief editor screen, identical to the previous one but with a pink dashed arrow pointing from the text 'click the Preview draft button.' to the 'Preview draft' option in the 'View brief' dropdown menu. The message and fields are the same.

4. To discard your changes, click **Discard draft** and your Brief will return back to its current published state.



A screenshot of the 'Drive' National Car Brand Commercial brief editor screen, identical to the previous ones but with a pink dashed arrow pointing from the text 'click the Discard draft button.' to the 'Discard draft' button. The message and fields are the same.

5. To publish your changes and make them live for all brief recipients, click the **Publish** button.

# FAQ

[FAQ's](#)