Brief Generator— Quick Start Guide

1. What you can do with Brief Generator

- Produce first-draft creative briefs using Visa briefing standards in minutes.
- Create Client Marketing, Brand Marketing, and B2B briefs.
- Use Smart Fill to populate brief inputs from existing materials, such as notes, older briefs, emails etc.
- Improve existing briefs and compare strategic directions.
- Evaluate brief quality using AI-generated feedback.
- Export finalized briefs in Word, PDF, and Markdown formats.
- Access to the tool: https://amigo-briefs-oce.visa.com/brief/

2. Before You Begin

- Gather business and marketing objectives, audience information, product context, market information, research, KPIs, and campaign constraints when available.
- Only upload content that supports an approved business purpose and complies with Visa information-handling requirements.

Only upload content that is the appropriate Information Classification for your intended use and complies with Visa's terms of use for this tool. Do not upload confidential client information or Visa Restricted – PII content.

3. Select a Brief Type

- Client Marketing Brief: partnership, portfolio-growth, and lifecycle marketing initiatives.
- B2B Brief: thought leadership, commercial marketing, and adoption campaigns.
- Brand Brief: awareness, positioning, engagement, and Visa brand-building initiatives.

4. Understanding the Brief Generator Workflow

- Input: Provide campaign details and business context.
- Generated: Create the initial draft brief and choose generated section answers to fine-tune your brief.
- Editing: Refine objectives, audiences, insights, messaging, and KPIs.
- Evaluation: Review strengths, weaknesses, logic gaps, and compliance considerations.
- Supplementary: Add execution details including channels, timing, markets, and production requirements.
- Finalized: Review and export the completed brief.

5. Use Smart Fill

Smart Fill extracts information from source materials—prior briefs, emails, notes, campaign documents, research—and maps it into the intake form. Upload files or paste content to skip manual entry and save time.

6. Recommended First Experience (10 Minutes)

- Select a brief type.
- Provide information into the Smart Fill text box.
- Generate a first draft.
- Refine one section.
- Review Evaluation feedback.
- Complete Supplementary information.
- Finalize and export the brief.

7. Best-Fit Use Cases

Use Case	Description
Creative Brief Creation	Generate structured first-draft briefs
Campaign Planning	Develop campaign strategy and direction
Audience Development	Improve audience definition and segmentation
Insight Development	Create and refine consumer insights
Messaging Development	Develop propositions and messaging
Client Marketing	Build client-focused campaign briefs
Version Comparison	Evaluate alternative brief versions
Agency Preparation	Create more actionable agency-ready briefs

8. Client Marketing Quick Tips

Supported lifecycle stages include Acquisition, EMOB, Usage, Retention, Deepening, Conversion, and Upgrades. Always validate client-specific recommendations before use.

9. Reviewing Generated Content

Review objectives, audiences, insights, messaging, client and product information, citations, KPIs, compliance considerations, and approvals before sharing a brief.

10. Understanding Sources

Brief Generator may use approved Visa sources, authorized integrations, and relevant external research. Sources are evaluated for relevance and recency before use.

11. Troubleshooting

If content is incomplete or generic, provide additional audience, objective, product, market, and campaign context. Validate client information and citations before use.

12. Feedback & Support

How do I provide feedback?

Use the designated Brief Generator feedback channel or in-product feedback mechanism.

Who should I contact for support?

Contact the Visa Marketing AI Brief Generator GDL team at GDLBriefGenerator@visa.com

13. Important Reminder

Brief Generator is an AI-assisted drafting tool. All content should be reviewed, validated, and approved before being shared externally. Human judgment, legal review, compliance review, and final approvals remain required.

Addendum

Your first successful prompt

- For a recap on basic prompting format – go here.
- You can find additional prompts at our prompt library