Feature Guide: Briefs

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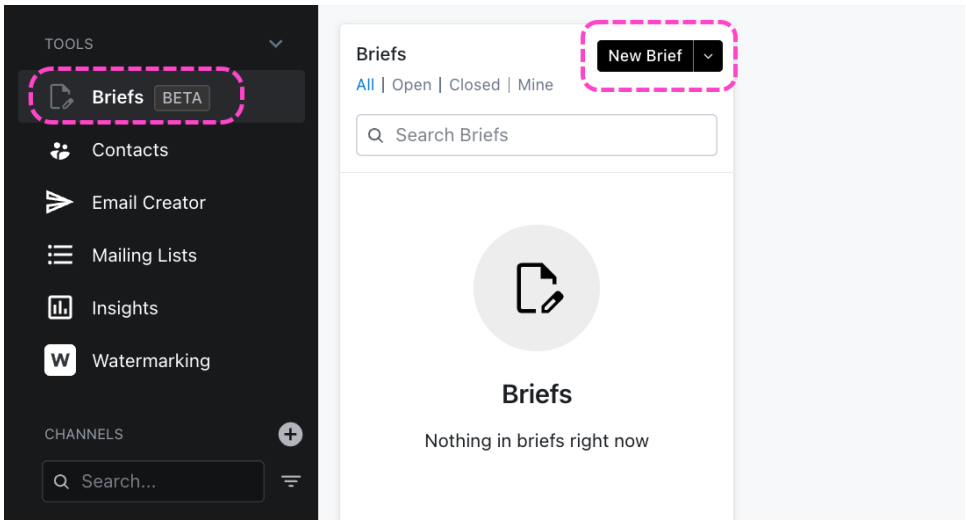
At a glance

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

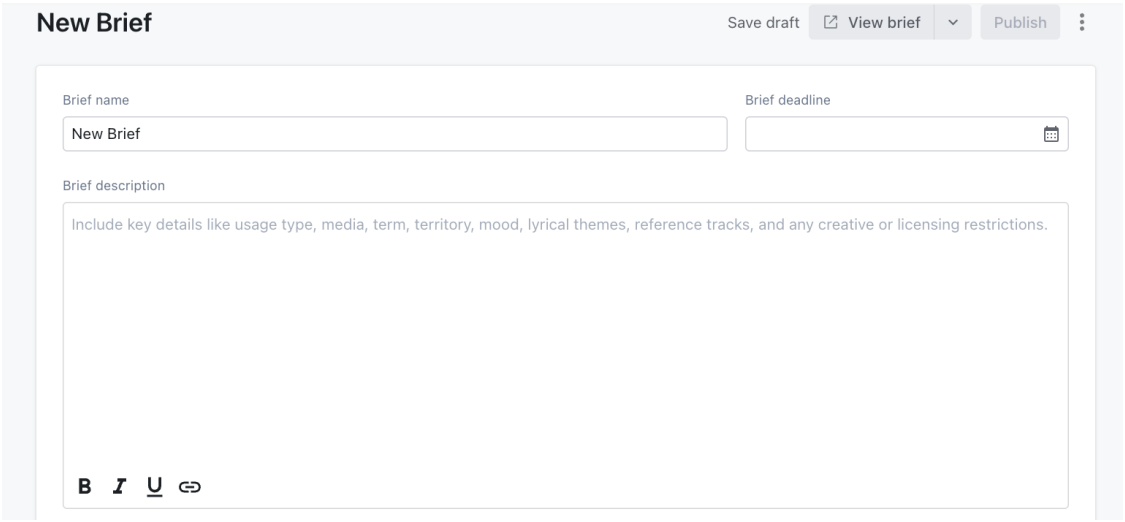
Creating and publishing Briefs

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.



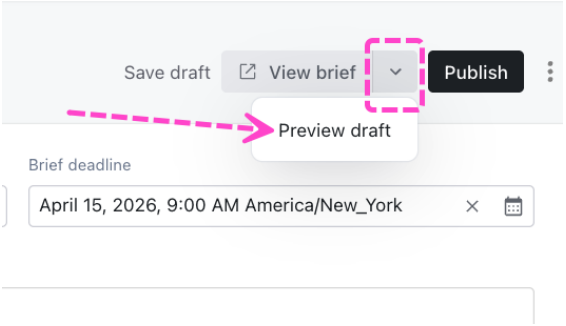
3. On the Brief editor screen:



   - 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.*

4. *Optional:* View a Preview of your draft.



5. When you're ready, click the **Publish** button.

Example:

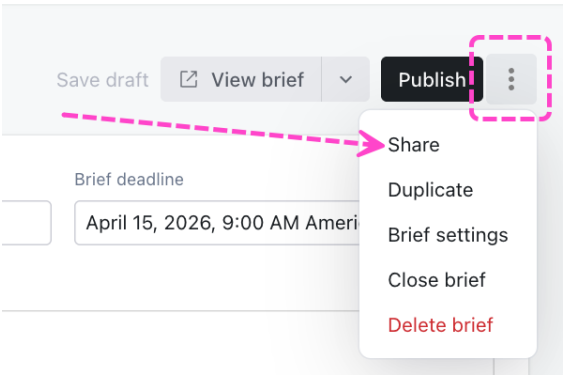
Brief description

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 cliches
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

Sharing Briefs

Step 2: Share your Brief with recipients

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

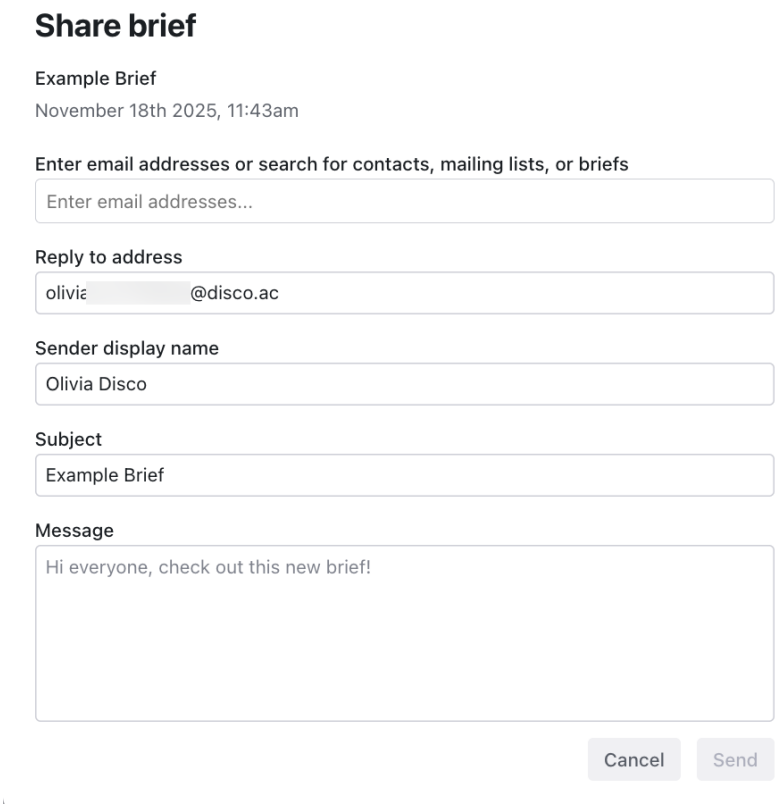


2. From the **Share brief** menu:
    - Add recipients – you can enter an email address, search for a DISCO contact or Mailing List, or add recipients from previously shared Briefs

- 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

3. Click **Send to X recipients**.

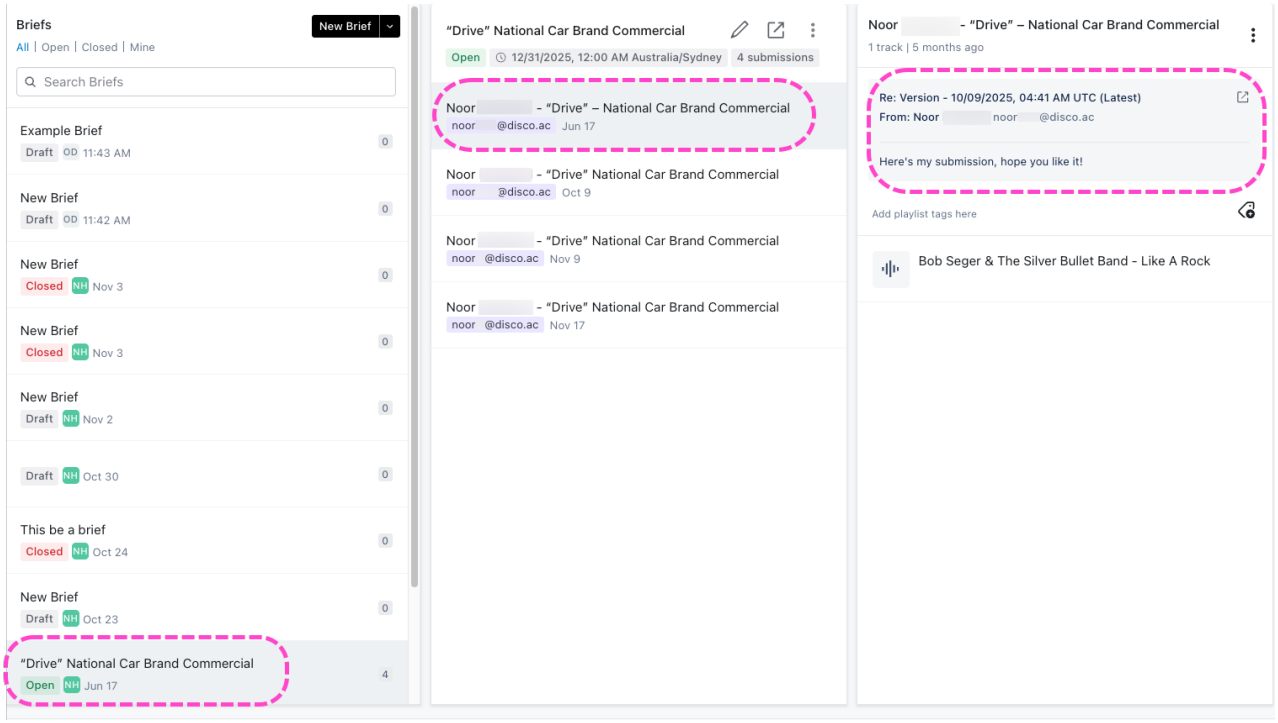
Example:



Reviewing Brief responses

Step 3: Review Brief responses

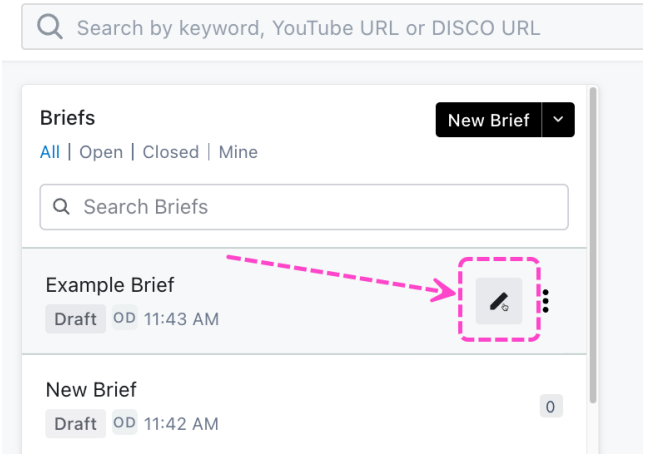
You can view responses to your brief by clicking the brief name in the Briefs column. Similar to Inboxes, you can view each playlist submitted, who it was submitted by, and any included messages.



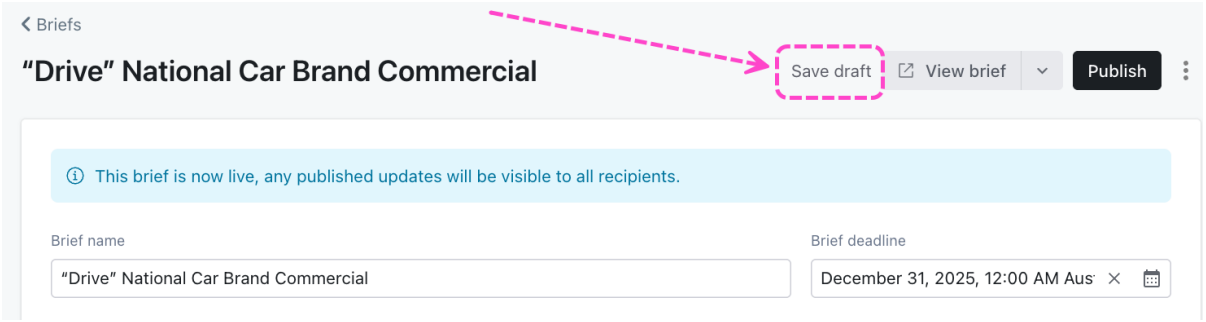
Editing a Brief

To edit a **Brief**:

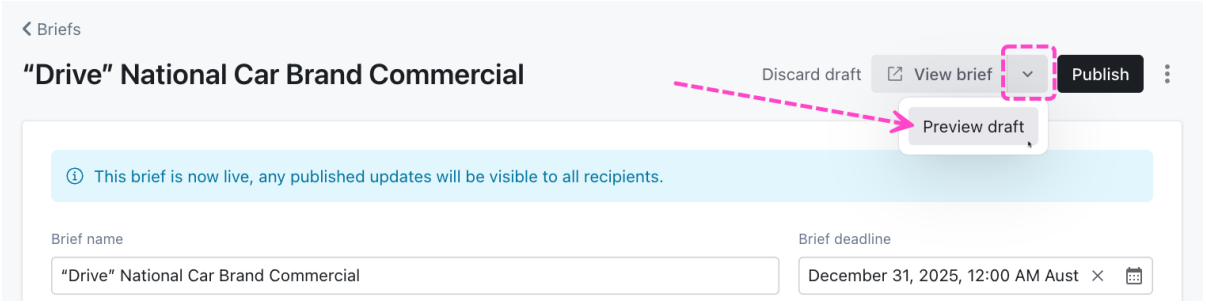
1. Hover over the Brief name and click the **Edit** pencil.



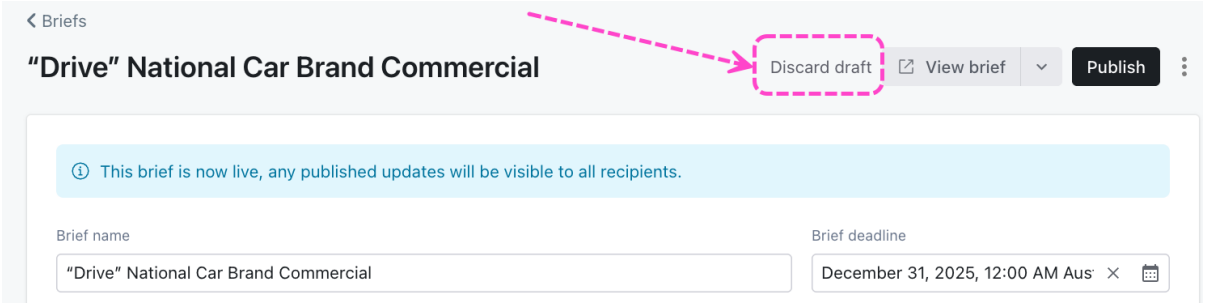
2. From the Brief editor screen you can make any desired changes. As you make changes, you can save them in a draft state (not visible publicly) by clicking **Save draft**.



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.



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



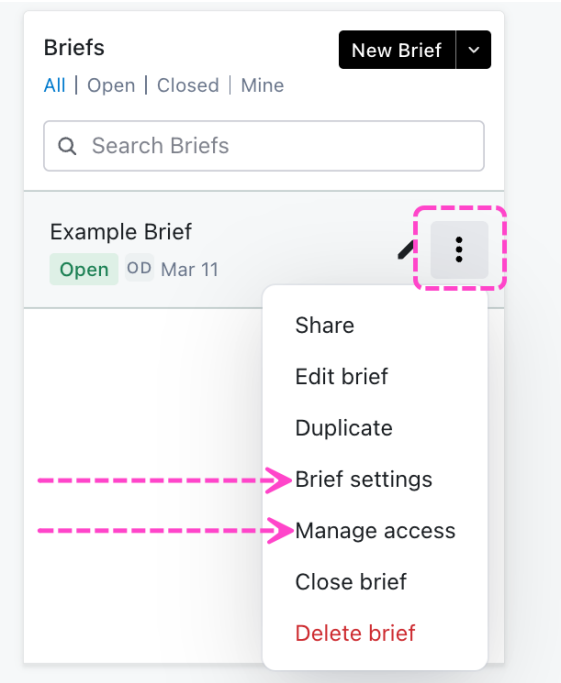
5. To publish your changes and make them live for all brief recipients, click the **Publish** button.

Managing Brief access and settings

You can customize **Brief settings** and manage **Brief access** to see how your recipients are engaging with your Brief!

At a glance

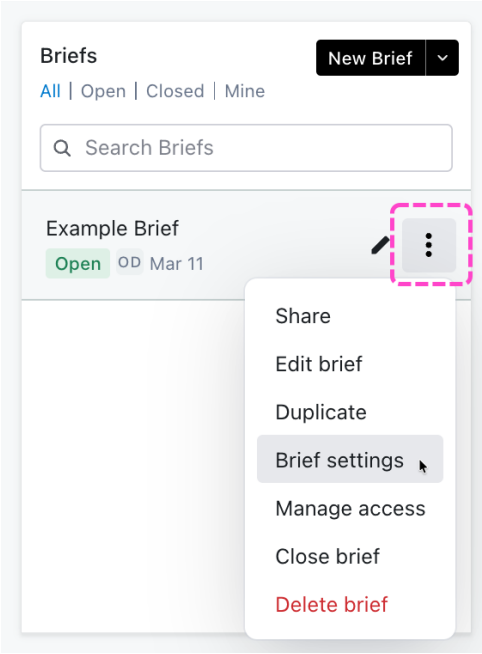
With **Brief settings**, you can add manage **Notifications** and add **Notes** to your Brief.
With **Brief access**, you can see a list of everyone you've shared your Brief with, manage share links, and see if they've received and how they've engaged with your Brief.



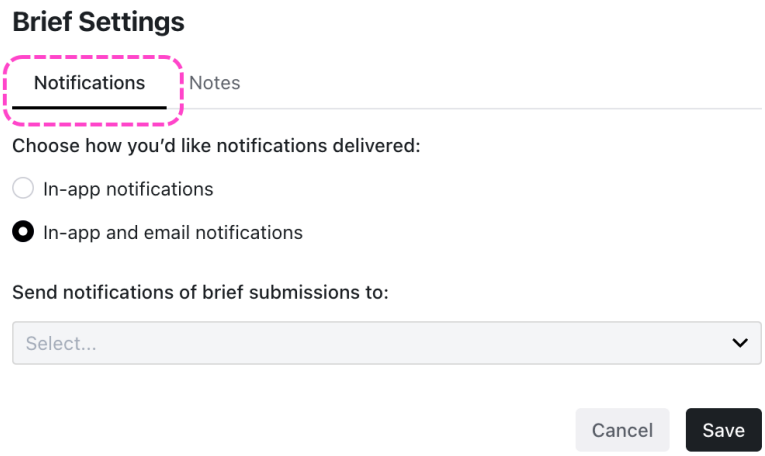
Brief settings

Managing Brief Notifications

1. On the left sidebar of your DISCO, under **Tools**, select **Briefs**.
2. Open the menu **(⋮)** to the right of the desired Brief and select **Brief settings**.



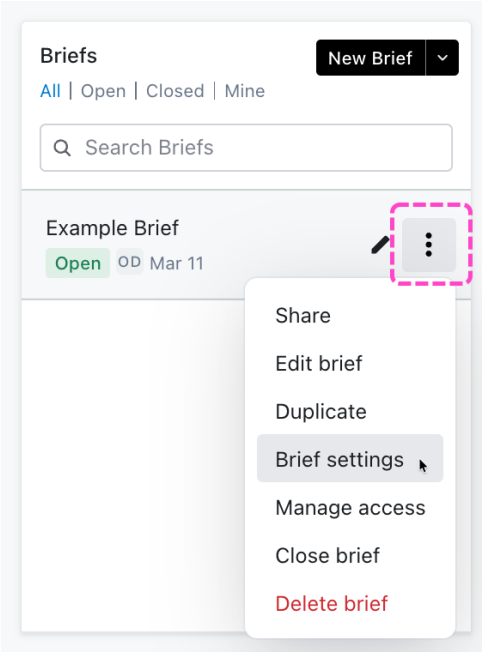
3. On the **Brief Settings** page, select the **Notifications** tab.



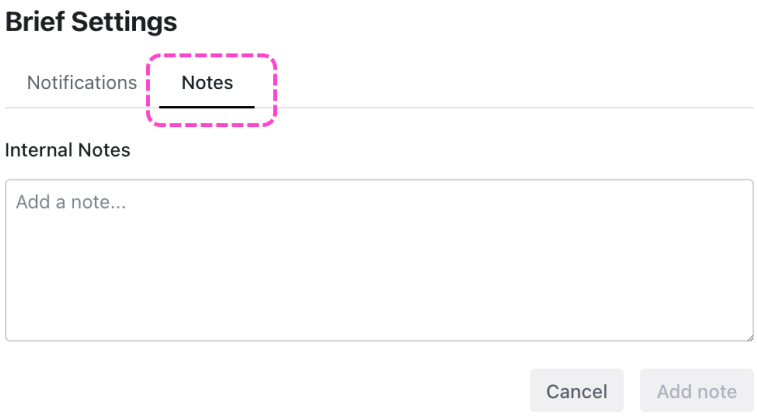
4. You can choose **in-app notifications** or **in-app and email notifications**. You can also select which users in your DISCO should be notified from the drop-down.
5. Click the **Save** button.

Add Notes to your Brief

1. On the left sidebar of your DISCO, under **Tools**, select **Briefs**.
2. Open the menu **(⋮)** to the right of the desired Brief and select **Brief settings**.



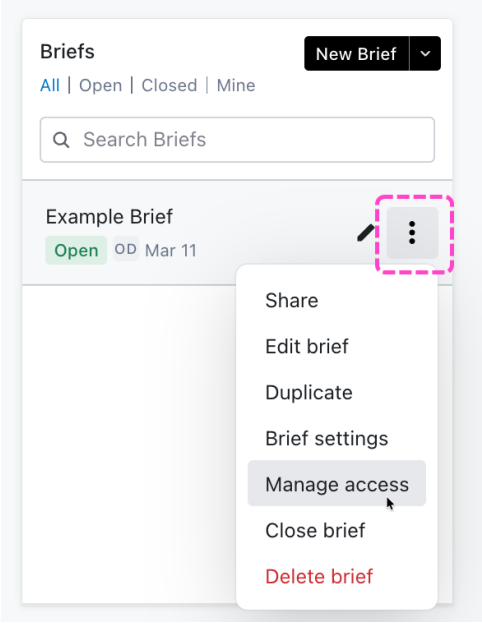
3. On the **Brief Settings** page, select the **Notes** tab.



4. Add an **Internal Note** and click the **Add note** button.

Managing Brief access

1. On the left sidebar of your DISCO, under **Tools**, select **Briefs**.
2. Open the menu **(⋮)** to the right of the desired Brief and select **Manage access**.



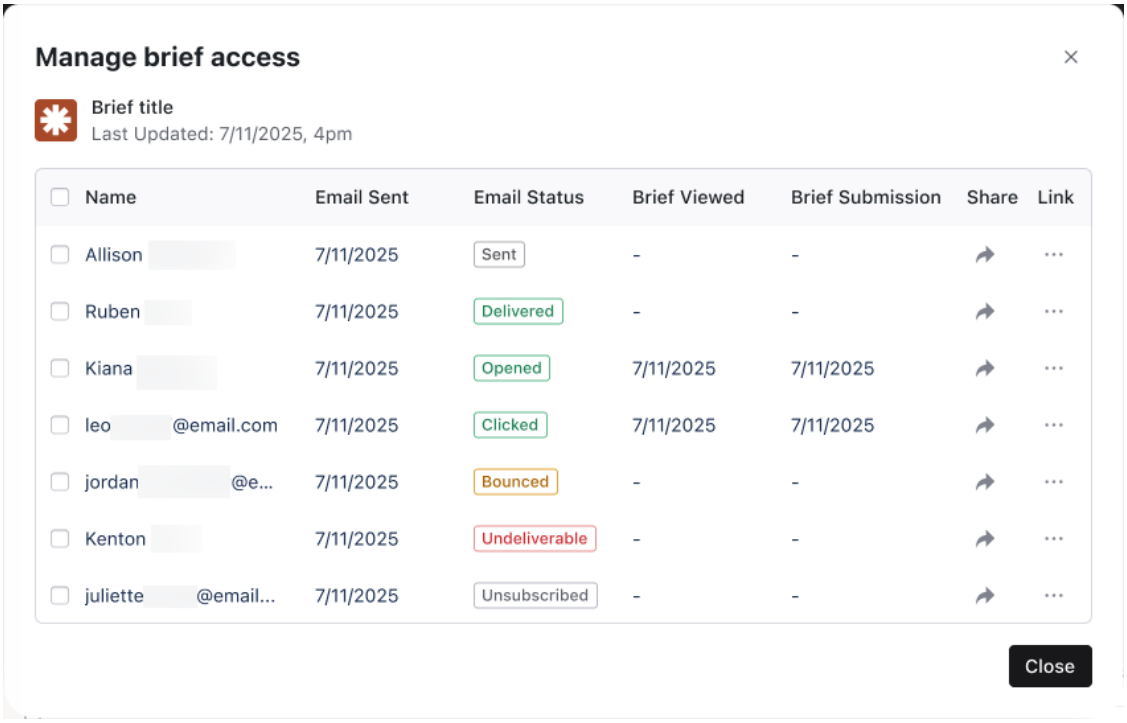
3. Here you can see a table with an overview of your Brief recipients and their engagement activity.

Brief access overview

From the Manage brief access page, you can see a table with an overview of your Brief recipients and their engagement activity. You can also re-share the Brief with them using the buttons in the **Share** column, or copy the link from the **Link** column.

Other helpful information includes:

- **Email Status -** refer to the table in the next section below.
- **Brief Viewed** - the date the recipient viewed your Brief.
- **Brief Submission** - the date of the recipient's submission to your Brief.



Brief email statuses

Email Status	Definition	More Details
Sent	The email has left our system and is on its way to the recipient's email server.	**What this means:** We've successfully handed off your email to the delivery network. The email is in transit but hasn't yet reached the recipient's inbox. **What to do:** If an email shows as Sent but not Delivered, wait 10-15 minutes before investigating.
Delivered	The email successfully reached the recipient's inbox.	**What this means:** The recipient's email server accepted the message and placed it in their inbox. However, this doesn't guarantee the recipient has seen or opened it yet. **What to do:** If a participant says they haven't received an email that shows as Delivered, ask them to check their spam or junk folder.
Opened	The recipient has opened the email.	**What this means:** We've detected that the email was opened by an actual person (not an automated bot or email scanner). This tracking works through a small invisible image in the email. Note that some email clients block tracking pixels, so an email might be opened without showing this status.

Email Status	Definition	More Details
Clicked	The recipient clicked the brief link within the email.	**What this means:**The participant engaged with your email by clicking on the link to view the brief. We track clicks from actual people, filtering out automated bots and scanners.
Bounced	The email couldn't be delivered yet. We are automatically attempting to redeliver it.	**What this means:** The email encountered a temporary issue during delivery. This is typically called a "soft bounce" and can happen for reasons like: • The recipient's inbox is full • The email server was temporarily unavailable Our system will automatically retry delivery up to 8 times over 12 hours. If all retry attempts fail within this window, the email will be marked as "Undeliverable." If you see multiple Bounced emails for the same domain, there may be an issue with that email provider or organization's email settings.
Undeliverable	Delivery failed. This usually happens if the email address is invalid or the recipient's inbox is blocked.	**What this means:** The email could not be delivered after multiple retry attempts. This is typically called a "hard bounce" and happens when: • The email address doesn't exist or contains a typo • The recipient's email domain is invalid • The recipient's inbox is permanently blocked or disabled If you see multiple Undeliverable emails for the same domain, there may be an issue with that email provider or organization's email settings. **What to do:** Verify the email address is correct. You may need to contact the participant through another channel to get their correct email address.

Email Status	Definition	More Details
Unsubscribed	This recipient reported the email as spam and has been removed from your mailing list.	**What this means:** The recipient marked the email as spam or junk in their email client. When this happens, they are automatically removed from receiving future briefs to respect their preferences. **What to do:** Respect the recipient's preferences and do not attempt to send them briefs. If you need to contact them about an active brief, reach out through a different communication method.

FAQ