FISTA

Creative brief

COMET wand toy

Good afternoon! Here is our COMET wand: a light wooden stick, a green cord and a fabric “comet” with two tails at the end. Photos from the floor and the sofa.

What matters

- **Goal** — a simple home scene: the owner plays with her cat.
- **Deliverables** — up to 8 photos and a 9:16 film, 10–15 seconds, with the animal.
- **Must keep** — one cord, two wide tails, no feathers or bells; the same cat in every shot.
- **Avoid** — risky stunts, the cat leaping at the camera.

Sample photos







taken by the client on a phone. Practice brief for a portfolio. The brand and the client are fictional.