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Creative brief: HALO humidifier

From **VELA, home appliances <brand@vela.example>**
To Content creator
Subject Creative brief — HALO

Good afternoon! The HALO humidifier is a milky cylinder with one round button. Sample photos attached — taken in the evening, so they are a bit dark.

Requirements:

- Goal: fit the device into a lived-in home story: bedroom, books, ceramics.
- Deliverables: up to 8 photos and a 9:16 lifestyle film, 10–15 seconds.
- Must keep: one button on the front, a narrow water-level window on the side, a matte body without plastic shine.
- Avoid: health claims and any “therapeutic” effect.

Thank you!
The VELA team

Attachments (4) · taken by the client on a phone


IMG_2044.jpg


IMG_2047.jpg


IMG_2050.jpg


IMG_2056.jpg

Practice brief for a portfolio. The brand and the client are fictional.