



# Production Brief

## Full Alignment Audit

Prepared for: **Breaktime Studios**

Re: Production Brief v1, v2 & v3 (3 versions submitted for review)

Status: **Revisions required before production begins**

Date: 5 June 2026

### Sources analysed

- Breaktime Production Brief (Briefs #1, #2, #3)
- Ruach Personas — all 9 personas, full profiles
- NOMI Enquiry Ranking — current enquiry ranking
- DOC\_01 Master Brand Doctrine V2 · DOC\_03 GTM & Communications Strategy
- DOC\_04 Customer Journey & Experience Map · DOC\_05 Messaging & Tone Playbook
- Ruach Creative Brief Recommendations

## Executive Summary

Thank you for the three production brief versions. The craft is strong — the visual direction, the cinematic tone, and the emotional restraint are all good, and the calm, premium feel is heading the right way. The issues below are not about execution quality; they concern **who each campaign targets, whether the language matches the brand doctrine**, and several production-level gaps surfaced in the Creative Brief Recommendations. These should be resolved before production begins.

### Three headline problems:

- 1. Structure.** Each brief targets three audiences at once. The doctrine runs one IDEA at a time — the same logic applies to personas. The fix is three campaigns, one persona each.
- 2. Audience mix.** The Regional Mover (#08) appears in all three briefs but isn't a top-5 enquiry driver, while the Pragmatic Investor (#09) — ranked #3 by NOMI enquiries — is absent entirely.
- 3. Doctrine & production gaps.** Unauthorised positioning lines, headline variants, a banned word, missing authority signals, and a missed coastal-identity differentiator all need correcting.

#### The fix in one line

Three campaigns — one persona each: **#05 Decision-Fatigued Downsizer**, **#04 Caregiving Family**, **#09 Pragmatic Investor** — drop #08, lock the approved positioning line, and add the missing authority and production mandates.

### How to read this document

Severity	Meaning
<b>CRITICAL</b>	Blocks production. Send back to Breaktime before any shooting begins.
<b>HIGH</b>	Important brand, consistency, or production-risk issue. Correct before final delivery.
<b>MEDIUM</b>	Depth and polish that meaningfully improves persona fit and differentiation.

## Part 1 — Structural Misalignment

**CRITICAL** — 3 audiences per campaign.

Each Breaktime brief presents **one campaign targeting three audiences simultaneously**:

Breaktime audience	Closest Ruach persona	NOMI rank
Pre-Retirees & Active Downsizers (50–65)	#05 Decision-Fatigued Downsizer	<b>#1 (TOP)</b>
Lifestyle & Regional Movers	#08 Regional Mover	<b>Not ranked</b>
Families Supporting Parents / Adult Children	#04 Caregiving Family	#2

**The problem:** one campaign cannot serve three distinct personas effectively. Each has different core motivations, decision drivers, expression affinities, and value-stack priorities. The doctrine is built on **one IDEA active at a time** across all channels — the same principle applies to personas.

**The fix:** three separate campaigns, each targeting one persona — the top 3 by NOMI enquiry volume:

Campaign	Persona	Order volume
<b>Campaign 1</b>	#05 The Decision-Fatigued Downsizer	<b>TOP</b>
<b>Campaign 2</b>	#04 The Caregiving Family	#2
<b>Campaign 3</b>	#09 The Pragmatic Investor	#3

## Part 2 — Persona Misalignment

### 2.1 #09 Pragmatic Investor — completely missing

#### CRITICAL

Ranked #3 in NOMI enquiries, with zero presence in any brief. This audience buys low-friction residential assets — they don't care about lifestyle; they care about delivered outcomes, volume pricing, and compliance handled. Their expression profile is **Proof 95 / Process 90** — radically different from the lifestyle-heavy creative in the current briefs. They need a campaign built around IDEA 2 (“Everything is already resolved”) with proof-heavy, emotion-light creative. Omitting them leaves the third-highest conversion segment unserved.

### 2.2 #08 Regional Mover — should not be a campaign

#### CRITICAL

Appears as “Lifestyle & Regional Movers” in all three briefs, but is **not in the top 5** NOMI enquiry ranking. Keep this persona in the broader library for future campaigns, but it should not occupy one of the three current campaign slots.

### 2.3 Audience descriptions don't match persona profiles

#### HIGH

#### #05 Decision-Fatigued Downsizer

Brief says	Actual persona profile
Pain: managing construction, hidden costs, too many decisions. Wants: certainty, simplicity, move-in-ready homes.	Core values: peace of mind, freedom, dignity, autonomy, calm. Motivation: <b>reduce cognitive load — avoid making 200 decisions; “someone else makes the small choices for me.”</b> Human POV 90. Top idea: “A home that asks less of you” (95).

**Gap:** the brief gets the surface pain points right but misses the deeper driver. Their #1 motivation isn't “move-in-ready homes” — it's **cognitive offloading**. Frame around “A home that asks less of you” (IDEA 1), Human POV-heavy: show someone like them already at ease.

#### #04 Caregiving Family

Brief says	Actual persona profile
Pain: limited time, need safe and comfortable housing. Wants: reliable builder, quality finished home, simple process.	Core values: safety, responsibility, family continuity, <b>dignity for the dependent</b> , low disruption. Key objection: “ <i>Will Mum feel like she's been put in a shed?</i> ” Human POV 95. Top idea: “Everything is already resolved” (90) — council/compliance fights are their biggest fear.

**Gap:** the brief frames a buyer who wants a “quality finished home.” The persona's deepest fear is **dignity for their dependent** — will their parent feel parked in a shed? The creative needs Human POV expressions showing real caregiving families, not product shots. Their cycle compresses under time pressure (a fall, an eviction has already happened), and **council compliance handled** is the #1 trust-builder — not “quality finishes.”

## Part 3 — Brand Doctrine Violations

### 3.1 Positioning line variations

#### CRITICAL

DOC\_01 §13 mandates **one and only one** retail positioning line:

<i>"The calmest way to live independently — without construction stress."</i>		
Brief	Line used	Issue
#1	"The easiest path to your next home"	"Easiest" replaces "calmest"; drops "independently."
#2	"The calmest path to your next home"	"Path to your next home" replaces approved phrasing
#3	"The calmest path to your next chapter"	Furthest from the approved line
#3 promise	"A home should feel settled before you move in"	New; not in doctrine (not bad, but unapproved)

**Recommendation:** lock all briefs to the single approved line. Any alternative (including those in the Recommendations doc) needs formal doctrine amendment, not ad-hoc replacement.

### 3.2 Headline deviations from approved templates

#### HIGH

DOC\_05 §6 provides exact approved headline templates per IDEA:

Breaktime headline	IDEA match	Status
"Less decisions. More living." (#1, #2)	IDEA 1 template	Exact match
"Move into what's already figured out." (#1, #2)	IDEA 2 (near)	Variation
"Move Into What's Already Taken Care Of." (#3)	IDEA 2	Variation
"Finally, a home without the stress." (#1, #2)	No match	Not in templates
"Life Begins When The Decisions End." (#3)	IDEA 1 (near)	Variation
"Built Around Peace Of Mind." (#3)	No match	Banned word + not a template

Note: the Recommendations doc endorses "Life Begins When The Decisions End" as the strongest line. If Brad approves it, it works — but it should be formally added to the template bank.

### 3.3 "Built" — banned word (Brief #3)

#### HIGH

DOC\_01 §9 banned words: "Built, constructed, manufactured → Delivered, created, designed." Brief #3, Concept 3 headline is "Built Around Peace Of Mind." Fix: "Designed Around Peace Of Mind," or an approved template such as "The decision that settled everything."

### 3.4 Missing brand authority signals

#### CRITICAL

DOC\_01 §8 mandates at least one authority signal per touchpoint — non-negotiable: *“Delivered in X days”* · *“Approved on first submission”* · *“Installed in one day”* · *“Model used across X projects.”*

None of the briefs mention these as mandatory creative elements. The hero concepts describe lifestyle footage but don't require an authority signal to appear. Calm without authority feels weak — this is a structural gap, not a copy tweak.

### 3.5 Age-based language

#### HIGH

DOC\_01: *“Ruach does not market to an age group. Ruach markets to a mindset.”* Brief #1 uses “Pre-Retirees (50-65)” — the age brackets directly violate mindset-based segmentation. Personas use age ranges as internal demographic context only; they must not appear in creative briefs or customer-facing materials.

**Cleared:** “Active Downsizers” / “downsizers” is approved terminology and is not flagged. Only the age brackets need removing.

### 3.6 Campaign concept confusion

#### MEDIUM

Each brief presents three concepts within a single campaign — unclear whether these are three alternative directions or three ads in one campaign. The IDEA rotation system (DOC\_03) is clear: **one persona → one IDEA → one campaign**. Multiple concepts are fine as execution variants of the same IDEA, but the structure must be persona-first, then aligned to that persona's dominant IDEA.

## Part 4 — Creative Brief Recommendations: Key Findings

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*Additional gaps surfaced in the desktop Recommendations document, incorporated here.*

### 4.1 Missing coastal identity

#### HIGH

The renders already establish a “coastal contemporary” aesthetic, but the briefs use generic “premium” language throughout — a missed differentiator. State **“Coastal Contemporary”** as the visual style, not generic “premium.”

### 4.2 No product differentiation (NOMI vs NOMI KIN)

#### MEDIUM

Both models share visual language but serve different segments. The briefs treat them as one product with one campaign. They must be positioned distinctly — different sub-audiences, price anchors, and emotional drivers.

### 4.3 Missing “commercial grade for normal people” positioning

#### HIGH

The briefs don't make Ruach's quality argument — commercial-grade build delivered to everyday buyers at a price competitors can't match — which directly counters the “cheap cabin” perception. The Recommendations doc suggests a **3-5 second quality-proof insert** in the hero video: extreme close-ups of stone-wall texture, door hardware, a floor seam — no voiceover, just texture and silence. Builds subconscious trust without construction language.

### 4.4 Concept 3 replacement: “Coastal Standard”

#### MEDIUM

The Recommendations doc proposes replacing Brief #3's “Peace Lives Here” with a “Coastal Standard” concept — headline “This Is What Premium Should Feel Like,” targeting buyers disappointed by basic cabins, with a reveal that this is a backyard home, not a \$1M property.

**Assessment:** strong concept addressing a real perception gap. It's 7 words (under the 8-word max), but “premium” as a standalone may need checking against the doctrine's preference for “resolved” / “settled.”

### 4.5 Revised main brand-line options

#### MEDIUM

The Recommendations doc proposes “Your next chapter. Already done.” and “Where coastal living meets completely done.” Both are better than the briefs' current variants, but still deviate from the single approved line. If the doctrine line is being updated to include “chapter” language, that's Brad's call — via formal amendment, not ad-hoc replacement in a production brief.

## Part 5 — Consolidated Fix List

Structural fixes (items 1–6) should be sent back to Breaktime before production begins.

#	Action	Severity
1	Restructure to 3 campaigns × 1 audience each: C1 = #05 Downsizer (IDEA 1), C2 = #04 Caregiving Family (IDEA 2), C3 = #09 Pragmatic Investor (IDEA 2/3, proof-focused)	<b>CRITICAL</b>
2	Remove Lifestyle / Regional Movers (#08) — not in the top-5 NOMI ranking	<b>CRITICAL</b>
3	Add #09 Pragmatic Investor as Campaign 3 — ranked #3, cannot be absent	<b>CRITICAL</b>
4	Lock to the single approved positioning line — no variants	<b>CRITICAL</b>
5	Add a mandatory authority signal to every execution	<b>CRITICAL</b>
6	Replace “Built Around Peace Of Mind” — “Built” is banned	<b>HIGH</b>
7	State “Coastal Contemporary” as the visual style; remove generic “premium”	<b>HIGH</b>
8	Add the quality-proof insert (3–5s materials close-up, no voiceover) to the hero video	<b>HIGH</b>
9	Differentiate NOMI vs NOMI KIN — shared visual language, distinct positioning	<b>MEDIUM</b>
10	Remove age brackets (50–65) from audience descriptions	<b>HIGH</b>
11	Brief DOC_05 \$6 headline templates to Breaktime so they draft within approved frameworks	<b>MEDIUM</b>

## What's Working (Please Keep)

A lot here is on-brand and should carry straight through into the revised briefs:

- The **visual direction** — warm white, oak, linen, sage, deep navy — is on-palette and premium.
- The **camera feel** — natural light, slow movement, spacious composition, intentional stillness — fits the calm, resolved tone.
- The **emotional restraint** — no urgency, no hard selling, no loud editing — is right for the brand.
- “**Less decisions. More living.**” is an exact-match approved headline — keep it for the Downsizer campaign.

**Bottom line:** a full restructure into three persona-mapped campaigns (#05, #04, #09), the single approved positioning line locked in, authority signals and the production mandates added. Happy to brief the DOC\_05 headline templates to Breaktime and walk their team through the restructure whenever suits.