

E-commerce product explanation brief (Template & Video Brief)

Answer the buying questions that matter for one specific product variant. Edit, copy or download this free template, with inputs, a story order and review points.

E-commerce product explanation brief

Purpose: Answer the buying questions that matter for one specific product variant.

Exact product and variant: [Add your own information]

Intended use: [Add your own information]

Dimensions and material: [Add your own information]

Three supported benefits: [Add your own information]

Compatibility and exclusions: [Add your own information]

Contents of the box: [Add your own information]

Current price and purchase link: [Add your own information]

Story order: Show the use case, explain the most useful characteristics, resolve one compatibility question and direct the viewer to the product page.

Review: Prepare a 30-60 second explanation. Exact product appearance, colors and physical performance require verified real product material.

For a video (if needed): target duration, narration language, required visuals and one next action. Confirm scope and quote before production.

Turn your PDF, PPTX pitch deck, or brief into a 30-180s narrated business video

Upload slides or documents at Axiom Lab for free material analysis before production:

- > **Edit or copy this template online:** <https://axiomlab.online/templates/ecommerce-product>
- > **Watch the complete 74s demonstration film:** <https://axiomlab.online/examples/pitch-deck-demo>
- > **Turn your PDF or PPTX deck into a video:** <https://axiomlab.online/pitch-deck-to-video>
- > **Rehearse with the free script timer:** <https://axiomlab.online/tools/script-timer>