

Introducing scope change requests

We're introducing **scope change requests**, so a briefer can change the scope of a brief that has already been submitted without raising a new one.

Once a brief is submitted it locks. Scope, though, keeps moving — a requirement is remembered late, a market or a placement is added, deliverables grow on a brief that runs for weeks or months. The only way to reopen a brief was for the recipient to mark it as needing revision, which is recipient-initiated and framed as the brief being wrong rather than the work growing. So changes were raised as separate briefs or handled informally outside Pencil, the original brief went stale, and production risked working from out-of-date information with no record of what had changed.

Briefers can now reopen a submitted brief, make their edits, and submit them. The brief is updated immediately, recipients are notified, and anyone can see exactly what changed.

You're viewing scope changes

The requested changes are marked up inline, showing what's been added and removed. Requested by: Chris Perry on 29 July 2026.

Only show fields with changes

Brief due date *

The expected date for the work from this brief to be ready.

31 July 2026

30 September 2026

What are you looking to do on Pencil? *

An overview of the type of work to be done in Pencil, such as generating, adapting, or iterating on assets.

Northstar Workspace LATAM seeks to overhaul its banner creation process for ebook campaigns, as the current approach is inefficient and produces banners that do not align with campaign objectives.

Content Syndication and Paid Social (LinkedIn) campaigns are significant demand generation channels, contributing to over 40% of the pipeline and qualified sales opportunities in the first half of 2024. Banners play a crucial role in attracting leads to download ebooks and provide their contact information. Currently, banners are either directly translated from the central team without adaptation or created by a local agency based on a briefing template. This process often results in banners that reflect agency or PMM preferences rather than actual effectiveness, due to a lack of deep understanding of the campaign topic and best practices.

The main challenge is to create effective, eye-catching banners that drive demand. The agency's fast SLA and dedicated design department have not consistently produced banners that capture the ebook's essence or attract leads. There is also no current measurement of banner performance, and the creation/review process is disjointed.

The goal is to create new banners and landing pages in Portuguese, French and Spanish for the Orion AI for Northstar Workspace ebook campaigns in LATAM. Once the process is established for this campaign, it will be expanded to other campaigns.

What's new

- **Request scope changes from the status dropdown** — Available on briefs that are Submitted, Accepted, or In progress — the states where work is live and scope is most likely to move.
- **A read-only brief that tells you what to do next** — The banner on a locked brief now explains that the brief is read-only in its current status, and that a scope change can be requested from the status dropdown — so the route is clear at the point someone realises they need it.
- **A clearly marked editing state** — The brief reopens for editing with a banner making it clear a scope change is being requested rather than a live brief being quietly edited.
- **Cancel leaves no trace** — Discarding an in-progress scope change returns the brief to exactly how it was. Nothing is recorded and nobody is notified, because nothing was submitted.
- **Changes applied on submit** — Submitting applies the edits to the live brief straight away and re-locks the form. The brief keeps its current status, so nothing is held up waiting for a decision.
- **Recipients notified automatically** — Everyone on the receiving end of the brief is emailed when a scope change is submitted, with a direct link to what changed.
- **See exactly what changed** — A read-only view marks the edits up inline, showing what has been added and removed in place. A toggle switches between only the fields that changed and the full brief.
- **Recorded in the activity log** — Every submitted scope change is logged against the brief, and each entry links to its own comparison so past changes can be revisited.

Why it matters

- **The brief stays the single source of truth** — Scope changes live on the original brief rather than in a second brief, an email thread, or a chat message.
- **A scope change no longer looks like a mistake** — Needs revision says the brief is wrong. Requesting a scope change says the work has grown — which is what is usually happening.
- **Production works from current information** — The brief is updated the moment the change is submitted, so teams aren't delivering against a version that has moved on.
- **Nothing is buried in a long brief** — The comparison shows only the fields that changed by default, so a recipient can see the difference without re-reading the whole brief.
- **A clear audit trail** — Who changed what, when, and against which brief — available from the activity log for every change, not reconstructed after the fact.

- **Nothing waits on a gate** — Because changes apply on submit, scope can move without blocking delivery while a decision is chased.

Who it's for

- Brand and content teams
- Client-side briefers and requesters
- Creative and production teams
- Agencies and cross-functional enterprise teams

What this unlocks

Scope change requests make a moving brief a normal part of the workflow rather than an exception to work around. The brief stays accurate, recipients find out immediately, and everyone can see precisely what changed and when — without a second brief, a chased approval, or a conversation happening somewhere else.

Give it a try and let us know what you think! 