

Introducing agents in Brief Mode

We're introducing **agents in Brief Mode**, so workspaces can put agents to work at points in the briefing process, and every brief has one panel where those agents show what they are doing, what they found, and what they produced.

V1 ships two agents:

- A health check reviews the brief as the briefer is putting it together and flags what would otherwise get it returned.
- Scribble can be configured to pick up a brief on acceptance, along with its reference materials and source assets, produce the requested work, and attach it back to the brief as deliverables.

Both are configured as triggers on the brief template, and both surface through the same panel. The framework is built so any future agent plugs in the same way, inheriting this surface and these behaviours rather than re-solving them.

Brief
Reference material (5)
Deliverables (2)

Vacusteam Assets adapti...

Creator: Chris Perry

Agent insights 2

Activity 2

Scribble

10d ago

Asset Reconciliation & Plan

- Deliverable 1:**
 - Source Asset:** BD_DAM_GS0541-00DT_2000x2000px_2.jpg
 - Color Reference:** BD_DAM_GS0541-00DT_2000x2000px_4.jpg
 - Action:** Recoloured Vacusteamer unit (barrel, handle, nozzle) to deep teal (#2EAC4D) with a

Show more

Brief Health Check

10d ago

Brief requires attention on 2 blocking items before production can begin.

Blockers

- Missing Reference Assets & Working Files:** The brief refers to two source files (BD_DAM_GS0541-00DT_2000x2000px_2.jpg and BD_DAM_GS0541-00DT_2000x2000px_3.jpg) and an attached color reference for the deep teal finish, but no assets or files are currently attached to the reference materials section. Please attach the source images and colorway reference so the creative team has the files required to start work.
- Due Date Below 14-Day SLA:** Today is September 4, 2026, and the brief's due date is September 7, 2026 (3 days away). This is shorter than the standard 14-day (2-week) SLA. Please provide rationale in the 'Is this a rush job?' field explaining the need for expedited delivery.

You're viewing a read-only version of this brief due to its current status

AI Summary of "Vacusteam_GS0541-OADT_Recolour_Brief.pdf"

Brief Name *

A descriptive name for this brief.

Vacusteam Assets adaption for GS0541-OADT

Due Date *

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

7 September 2026

Brief recipients *

Add anyone who should receive updates as this brief progresses.

Chris Perry

Deliverable reviewers

Deliverables will be assigned to these users for review.

Chris Perry

Is this a rush job?

If so, please provide some rationale to help us understand the urgency

Business Area

SPECTRUM BRANDS > BLACK+DECKER > REGIONAL MARKET > NORTH AMERICA > Digital I

What's new

- **Agent triggers on the brief template** - Agents run against a brief through triggers configured on its template, each with its own prompt and notify list. Triggers run as independent listeners, so several can share a point and run in parallel. For this release the two agents and their trigger points are fixed — the health check runs during brief creation and Scribble on acceptance — so those selectors appear in the template but are disabled.
- **Health check agent** - Reviews a brief as it is being written and flags the gaps and issues that would otherwise get it sent back by the agency, before it goes out.
- **Scribble** - Where a template is configured for it, accepting a brief hands it to Scribble together with its reference materials and source assets. Scribble produces the requested work and attaches the files back to the brief as deliverables.
- **A single agent insights panel** - Every agent run on a brief appears in one panel, docked from the left under the header. It reflows the content rather than covering it, so you keep working alongside it.
- **Grouped by whether you are needed** - Insights sit in Processing, Activity (completed on its own) or Action (waiting on your input).
- **A collapsed rail when you want the space** - Closed, the panel becomes a narrow rail carrying the state counts.
- **Opens itself when something completes** - The panel opens on a completed insight rather than when an agent starts running.
- **Chat with an agent about a run** - Open a conversation with the agent from any card to ask about a run or request a follow-up.
- **Inbox messages only when you would have missed it** - Anyone on a trigger's notify list gets an inbox message. Messages are filed under Action or Activity to match the insight, and open the brief with that insight surfaced.

Why it matters

- **Problems get caught before the brief goes out** - The health check surfaces gaps while the brief is still being written, rather than after an agency has read it and sent it back.

- **A clean handoff where a brief suits one** - Where a brief is a good fit for automation, acceptance passes it to Scribble with its references and source assets already attached, and the output comes back as deliverables — without anyone assembling and forwarding that package by hand.
- **Agent work is visible where the work is** - Runs surface on the brief itself rather than arriving as prose somewhere else, so nothing is missed and nothing pulls you out of what you were doing.
- **You are interrupted only when you are needed** - The split between Activity and Action means informational runs update quietly and only things that need your input ask for it.
- **One framework for every agent that follows** - Surfacing, states, notifications and in-place actions are solved once, so future agents inherit them instead of each inventing their own.

What's next

- **Add your own agent triggers** - Setting up triggers yourself rather than working with the two that ship configured, so a template can run as many agents as it needs.
- **A wider choice of agents and trigger points** - Selecting any agent available on the workspace, and choosing from a broader set of points in the briefing process for when it runs.
- **Insights beyond the brief** - Carrying the insights panel into the approval view.
- **Brief triage agent** - An agent to help evaluate incoming briefs and tier them based on how much Scribble can action them.

Who it's for

- Strategists, marketers and anyone writing briefs
- Creative and production teams
- Agencies and delivery teams
- Workspace and template owners

What this unlocks

Agents in Brief Mode make the brief a place where work can happen — checked as it is written, handed straight to an agent where that suits it, and with every run visible

and actionable in one place. The health check and Scribble are the first two, and the framework behind them means everything that follows arrives the same way.

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