

Video Brief:

It's not always easy to specify what you want from a video or which features you'd like included/excluded.

I've put together this handy video brief to give you a head start. The questions here won't apply to everyone, but they'll give you a nudge in the right direction.

Don't feel you need to have the answers to every question before you get in touch. It's just intended as a way of getting the whole process started. But the two most important questions that need to be answered are:

1. When is it happening? (Start and finish times)
2. Where is it happening? (Exact location details/ is there more than one)

Today's Date	
Client Name	
Video Description <i>What kind of video are you considering creating? How will this video be used within a particular campaign or your organization?</i>	
Key Messages <i>What is the primary content that needs to be captured? What is the key theme or themes to this video? What, if any, are key talking points?</i>	
Target Audience <i>Who are you trying to reach?</i>	

Distribution

Where will the video be presented or posted? (Social media, website, board meeting, campaign, fundraising, etc.)

Final Impression/Call-to-Action

What do you want your viewer to-do or walk away thinking/feeling? Is there a specific call to action?

Impact

How will you measure success?

Visual Style

Example: emotional, playful

Music

What kind of music do you want the video to be set to and will you need live sound (like speeches/interviews) included?

Budget

Do you have a budget target or range for the project?

What is your Deadline?

Creative Links

What other projects can we refer to or use as examples? If none, we are happy to start fresh!

Please provide links to any example clips you feel we should review.