

## Video Creative Brief for (project name)\_\_\_\_\_

Prepared by: \_\_\_\_\_

### BACKGROUND

**Who is our audience?**

**What do they already know about our subject?**

**What misconceptions or misinformation might they have about it?**

**What do we want them to *feel* about the subject?**

**What do we want them to *do* about it?**

### CREATIVE

**What is the stylistic approach best suited to our content and audience?**

**What other creative elements or resources should be considered?**

**What existing branding requirements exist?**

**Attach concept storyboards and/or examples of similar productions.**

### TEAM

**Who are the internal team on this project?**

**Who are the external team?** (list any vendors such as video production company or independent producer, editing facility, photographer, etc.)

**Who is/are the final decision-maker(s)?** [no more than 2]

### DISTRIBUTION

**What is the primary method of distribution?** (e.g. direct email with link, screening at live event, embedding video in our website, all of the above, etc.)

**What is the final delivery spec?** (for example: H.264 file, 16x9, 29.97 fps)

**Are there any additional delivery specs required?** (for YouTube channel, Vimeo, etc.)

## BUDGET and REACH

**What is the budget for this project?**

**What is the goal for reach?** (the number of viewers)

**What is the anticipated cost per impression?** (budget divided by reach)

## ADDITIONAL USES

**Describe any possible uses for content created for this project?** (for example, “complete interviews will be made available on our website” or “a 1:00 version of the video will be used as the opener for our conference”)

## SCHEDULE

<i>Item</i>	<i>Date due</i>
Concept boards	
Script treatment	
Pre-interviews, if applicable	
First draft shooting script	
Final shooting script	
Video Shoot dates	
Rough cut edit	
Fine cut edit	
Narrator selection, if applicable	
Final cut for approval	
Final narration record, if applicable	
Music approvals or original scoring	
Audio Mixing	
Color Correction	
Final compressions/outputs	