

VIDEO PROJECT CREATIVE BRIEF



Project Name

Date

Company

Point Contact

Point Contact Email



1 TOPIC / TITLE

Here you put the big picture for your project.
What previous experience and/or projects relate to this current one?

2 OBJECTIVES

- 1) What will this campaign accomplish? Give us some details here.
- 2) What's your idea of success for the project?

TANGIBLE GOAL #1

TANGIBLE GOAL #2

3 TARGET AUDIENCE

Know the audience. You should include demographic information such as age, gender, race, and income level. **Be sure to point one key piece of information as it relates to your project.**

4 SYNOPSIS

What is the main storyline? What will the script flow like? Be sure to be concise.

5 TONE

Paired with the message, explain what your project will be like--funny, sincere, scary? Voiceover needed? Who will be recording the voiceover?

6 VISUALS

What will the project look like? Mood, colors, feel – provide some links with inspiration for the project.

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7 SCHEDULING

Give a brief roadmap of what production will look like, give an obstacle or two.

8 DISTRIBUTION

Where will this video live – YouTube, Vidyard, Wistia, Vimeo? How should this video be shared & promoted? How can it be integrated into your website? This section is about getting eyes on your video. This is how your video will help you hit your goals.

9 DATES & DEADLINES

PRE-PRODUCTION

Script Finalization _____

Storyboard Finalization _____

Talent/Casting _____

PRODUCTION

Gather Pertinent Assets _____

Shoot Date Scheduled _____

POST-PRODUCTION

First Look _____

Final Video Delivery _____

ANY OTHER DATES?

Reason _____

10 NEEDED ASSETS

Here's a place to add your own section. Do you have something that needs to be addressed for this project? Or some other part of the process you need? List it here.