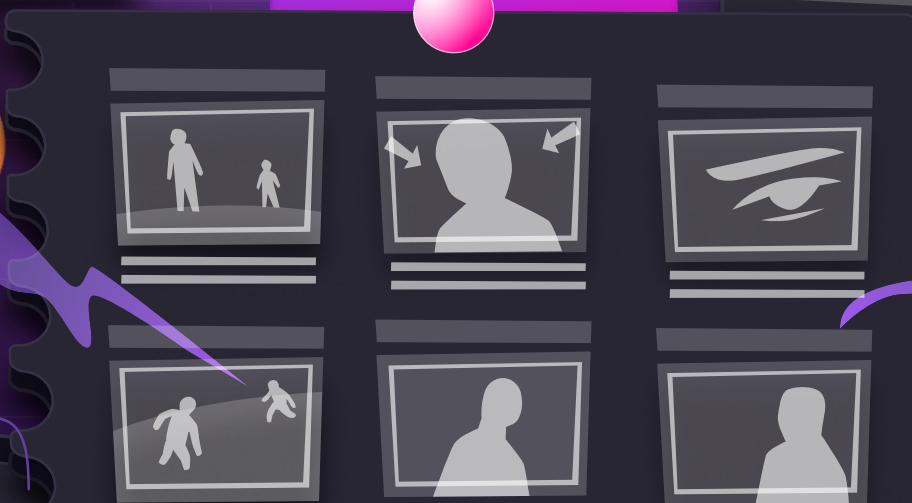
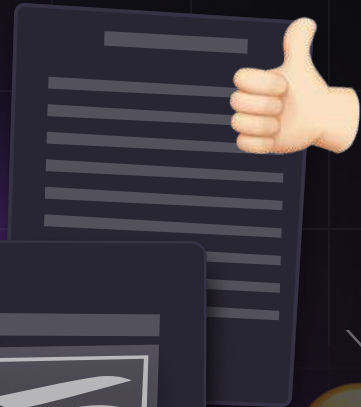


Motion The Agency's Brief Template

For Your Animated Explainer Video
And Guide on How to Use It



on

Agency
Brief Template

Our template has proven effective for our clients,
providing clarity and professionalism.

Here's a step by step how to create a killer video creative brief.

01

Overview of Message

Begin by clearly articulating the main message or concept that the video aims to convey, ensuring it is concise and focused to align with the project goals. Consider the core idea or concept that you want your audience to understand, as this will serve as the foundation of your entire video.

05

VO (Voiceover) or No VO Needed

Specify whether the video requires a voiceover narration or if it will rely solely on visuals and text for communication. If a voiceover is needed, provide any specific instructions regarding tone, accent, language, etc. Clarifying the voiceover requirement ensures seamless integration of audio elements into the video.

02

Communication Channel

Specify the platform or channels where the video will be published or displayed. This could include social media, website, email, etc. Understanding the communication channel helps in tailoring the content and format accordingly.

06

Deadline

Clearly state the deadline by which the video needs to be completed and delivered. This includes both the initial draft and any subsequent revisions or edits. Setting a realistic deadline is crucial for managing expectations and ensuring timely delivery of the final product.

03

Duration

Define the desired length of the video, whether it's a short promotional clip or a comprehensive explainer video, ensuring it aligns with your communication goals. Whether it's 60, 90, or 120 seconds, choose a duration that enables clear communication. Providing a specific duration aids in planning the content and pacing of the video effectively.

07

Aspect Ratio

Determine the preferred aspect ratio for the video based on the intended platform or display format. Common aspect ratios include 16:9 (widescreen), 4:3 (standard), and various square or vertical formats for social media. Choosing the appropriate aspect ratio ensures compatibility and optimal viewing experience across different devices and platforms.

04

Reference

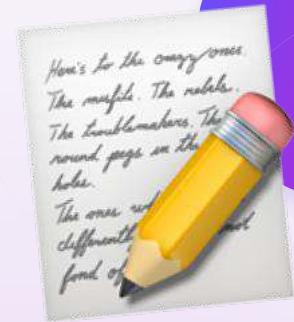
Include any references or examples that inspire the style, tone, or visual elements desired for the video. This could be links to similar videos, mood boards, or specific design elements that the client prefers. References help in aligning expectations and ensuring the project meets the client's vision.



Begin drafting your script using Google Docs.

Now, let's create a table in your brief to streamline the project for readers.
This table will have four columns:

1. Scene Number: Indicate the scene of the video.
2. Voice Over/Script: Write your script here to align with your message.
3. Visual Descriptions and References: Include links to platforms showcasing the desired look and feel of your video.
4. Animation References or Stock Footage: Provide images or screenshots to illustrate the animation style you're aiming for.




Example

Video Duration: For example 60s

Aspect Ratio: 16:9

Goals:

- Show the difference between Finder and other search platforms; show how effortless supplier search is on Finder.
- Our aim is to show that F real-time supplier search is so useful that everyone will use it, which will regularly attract millions of suppliers (confirmed business decision-makers marketing their services in real-time) to F looking for new business, which in turn creates a B2B behemoth, an advertising platform with no equal.

Scene Number	VOICEOVER	VISUAL DESCRIPTION	REFERENCE
<i>A number of the scenes in the video.</i> <i>Example:</i> Scene 01	<i>Use this column for a script</i> <i>Example:</i> Intro: As a service seeker, finding the right supplier can be quite challenging; especially if you require a supplier specific skills, a particular budget range, and located in a specific area.	<i>A description of the elements the reference column (animation/stock footage)</i> <i>Example: Someone (service seeker) trying to find a supplier but found no one. It can be shown as someone navigating a platform on their computer (Link)</i>	<i>Insert an image of the animation reference / stock footage</i> <i>Example:</i> 

Words in total: 100 | VO Test Duration: 60s | Link to Google Drive VO:75s

At the bottom of the table, note the word count of your script. Test the script using AI voiceover at <https://elevenlabs.io/>, and download the AI vo test for reference.

Once satisfied, save the AI vo test to your Google Drive, and paste the link at the bottom of the VO duration section for easy reference.

Bonus tip:

Effective management of a video project requires careful planning to make the most of available resources. Start by ensuring that all team members are actively involved in the review and approval process, promoting clear communication and swift decision-making. Identify key decision-makers from the outset to prevent any delays. Additionally, capitalise on existing brand assets and resources to save time and maintain consistency. Take a look at your website to see if there are any illustrations or video footage that can be repurposed for the project. If you already have animated logos or motion assets, consider integrating them to enhance visual appeal. Lastly, ensure that all necessary software and platforms are accessible for seamless animation integration. By implementing these strategies, you can streamline your workflow, optimise efficiency, and enhance the overall quality of your video production process.

Download our epic brief template from motiontheagency.com and customise it for your script. This will save time and ensure clarity for the agencies or freelancers you work with.

