**VIDEO PRODUCTION CREATIVE BRIEF**

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| **CLIENT** | | |
| **PROJECT NAME** |  | |
| **CLIENT NAME** |  | |
| **BRAND** |  | |
| **PRODUCT** |  | |
| **CONTACT INFO** | **NAME** |  |
| **PHONE** |  |
| **EMAIL** |  |
| **MAILING ADDRESS** |  |
|
|
| **DATE:** | | **AUTHOR:** |
|  |  |  |
| **PROJECT** | | |
| **PURPOSE | *why?*** | | |
|  | | |
| **OPPORTUNITY | *ultimate impact?*** | | |
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| **OBJECTIVE** | | |
| ***what does the project work to achieve?*** | | |
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| **SCHEDULE** | | |
| **PROJECTED TIMELINE** | | |
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| **IMPORTANT DATES / DEADLINES** | | |
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| **BUDGET** | | |
| **AMOUNT** | | |
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| **ADDITIONAL FINANCIAL PROJECTIONS / NOTES** | | |
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| **TARGET AUDIENCE** | | |
| **PROJECT TARGET | *who are we trying to reach?*** | | |
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| **BRAND TARGET | *who does the brand speak to?*** | | |
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| **DESIRED REACTION | *what actions do you wish your market to take?*** | | |
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| **ATTITUDE** | | |
| **PROJECT TONE | *what traits are we trying convey?*** | | |
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| **BRAND PERSONALITY | *what characteristics define the brand?*** | | |
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| **COMPETITIVE ANALYSIS** | | |
| **REFERENCES | *research, inspiration, and styles within similar industries and other*** | | |
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| **DEPLOYMENT** | | |
| ***website embed, email campaign, shown in office or event, etc. Who will host? Self, youtube, third party, etc.*** | | |
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| **RESOURCES** | | |
| **CONTENT | *existing footage, scripts, locations, actors, graphics, etc.*** | | |
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| **EQUIPMENT | *cameras, sound equipment, lighting, editing software, etc.*** | | |
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| **STAKEHOLDERS** | | |
| ***who will be responsible for managing the project and issuing approval? List all parties.*** | | |
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| **FURTHERMORE** | | |
| ***include any additional critical information*** | | |
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| **COMMENTS AND APPROVAL** | | |
| **CLIENT CONTACT NAME & TITLE** | | |
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| **COMMENTS** | | |
|  | | |
| **DATE** | **SIGNATURE** | |
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