**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** |
|   |
| **IMPORTANT DATES / DEADLINES** |
|   |
|  |  |  |
| **BUDGET** |
| **AMOUNT** |
|   |
| **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?*** |
|   |
| **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** |
|   |
| **COMMENTS** |
|   |
| **DATE** | **SIGNATURE** |
|   |   |
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