

New Video Project Creative Brief \_\_\_\_\_ DATE:

**NAME:** \_\_\_\_\_

Business: \_\_\_\_\_

Address: \_\_\_\_\_

Phone(s): \_\_\_\_\_

Email(s): \_\_\_\_\_

Preferred method of contact: (check all that apply)

☐ Phone

☐ Text

☐ Email

☐ Facebook Messenger

What is the best time of day for you to talk about your project? \_\_\_\_\_

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### COMMUNICATION OVERVIEW:

What type of video is this? (Promotional vs Informational)

☐ Promoting an event

☐ Promoting new or current products

☐ Presenting the company at large; a big picture overview

☐ Highlighting a specific person or persons in the company

☐ Discussing the company's stand on a topical issue

☐ Other: Please describe below

Briefly describe the communication priorities.

List the top **THREE** most important points this video must communicate.

1.) \_\_\_\_\_

2.) \_\_\_\_\_

3.) \_\_\_\_\_

Please describe the outcome you hope to achieve by sharing this video with your audience.

(Examples: increase revenue, increase attendance at an event, generate excitement over an idea, etc.)

Please describe the overall tone or mood for this video.

(Examples: serious, emotional, excited, urgent, joyful, energetic, etc.)

This video will exist on:

☐ Social Media

☐ The company's web site or home page

☐ Other: Please specify: \_\_\_\_\_

**PRODUCTION:**

Is there a required length?

- ☐ 30 sec
- ☐ 60 sec
- ☐ 90 sec
- ☐ 2 min
- ☐ over 2 min
- ☐ no requirement

Do you have existing video footage, stills or music you would like to incorporate in this video? ☐Y ☐N

Please specify: \_\_\_\_\_

Do you own the rights to this footage, imagery or music? ☐Y ☐N

(Note: Music purchased from iTunes is not a legal license for a promotional video.)

Please specify: \_\_\_\_\_

Would like us to source talent for this video such as script writers, voiceover actors, musicians, etc. ? ☐Y ☐N

Please specify: \_\_\_\_\_

**TIME LINE:**

On what date do you require or desire this project to be completed?

(Please keep in mind that the average production time, from the time of deposit to final delivery is approximately 4-6 weeks. Timing varies by project and will be mapped out more specifically in your formal estimate.)

Do you currently have the time and resources required to focus on this project? ☐Y ☐N

(This includes concept presentations, conference calls, shoot schedule, voiceover recording and the like.)

**INVESTMENT:**

**Do you have a budget that you want to work within?**

- ☐ Under \$500
- ☐ \$500 – \$1,000
- ☐ \$1,000 – \$1,500
- ☐ \$1,500 – \$2,000
- ☐ \$2,000 and above
- ☐ No set budget

**SUMMARY:**

Other details regarding this project?

Upon receipt of this form, you will be contacted to schedule our first meeting! Thanks so much for spending the time to fill out this questionnaire. This information goes a long way to creating the best final product possible!

Best regards,

Kathy Vass, Owner

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