

VIDEO PRODUCTION BRIEF

rima

1. OVERVIEW *What's the background to the opportunity?*

2. OBJECTIVES

Awareness? Behaviour Change? Product focussed?

Business Objectives:

Marketing objectives:

3. TARGET AUDIENCE

Consider demographics, communities of interest, passion points etc.

4. DISTRIBUTION *Where will this content live?*

5. MESSAGE *What is the topic and what do you want to say about it?*

6. TONE *What will your project will be like? Playful? funny? disruptive? etc.*

VIDEO PRODUCTION BRIEF

rima

7. AGENCY OUTPUT

Strategically?

Creatively?

8. VISUAL REFERENCES *How do you envisage the video looking? Include links to examples.*

9. TIMINGS

Initial response?

Delivery of asset?

10. MEASUREMENT

Do you have any indication on the criteria/metrics in which the content will be judged against?

11. ANYTHING ELSE? *T&C's, legals, mandatories, available budget, etc.*