

## Video Production Brief

Add as much detail as possible into each section with your team before sending your brief to your video production company.

Overview	
Project Purpose	<i>Describe the purpose of the project - consider what the vision for the project is and what problem the project solves.</i>
Project Deliverables	<i>What are the specific outputs you require? E.g. 1 x 30-second video to be used on YouTube (16:9) and Instagram (9:16).</i>
Storyboard & Script	<i>If you have a storyboard and script, link to it here. If you want input from the video production team or you need to create one with them, let them know here.</i>
Shoot Location(s)	<i>Do you have a shoot location(s)? If not, describe the type of location you envisage so your production company can help.</i>
Project Timeline	<i>What dates do you need your project to follow, including the completion date?</i>

<p><b>Budget</b></p>	<p><i>What budget are you allocating to your project?</i></p>
<p><b>Objectives &amp; Target Audience</b></p>	
<p><b>Key Messages</b></p>	<p><i>What do you want your video to communicate? Is there a specific message you want to get across? Are there any critical shots to be captured?</i></p>
<p><b>Key Emotive Takeaways</b></p>	<p><i>What do you want people to feel watching the video and what do you want your audience to think and feel having watched it?</i></p>
<p><b>Target Audience</b></p>	<p><i>Describe your target audience and what's important and inspirational to them.</i></p> <p>Age:</p> <p>Gender split:</p> <p>Interests:</p> <p>Favoured social media channels:</p>
<p><b>Audio</b></p>	<p><i>Music suggestions or genre, etc.</i>  <i>Voiceover or interview voiceover?</i>  <i>Any other notes on audio requirements for your video</i></p>

<b>Distribution Channels</b>	<i>What channel(s) is the video going to be shared over?</i>
<b>Reference Videos</b>	
<b>Likes</b>	<i>Include references of likes and dislikes - add links and a brief explanation of what you like/dislike</i>
<b>Dislikes</b>	
<b>Brand</b>	
<b>Brand Assets</b>	<i>Link your brand assets that will be needed within the video output, including your brand colours. If possible, link to your full brand guidelines.</i>

<b>Brand Personality</b>	<i>What brand personality traits should your video embody? What is the brand tone of voice (TOV) that should be followed? It is worth sharing your entire brand guidelines if you can.</i>
<b>Other Important Information</b>	
<i>Add any other important information such as tech specifics, location or venue requirements, etc.</i>	