



Creative Brief Worksheet for Video

PROJECT NAME:

What is the name of this project?

PROJECT TEAM:

Who's on the project? What are their roles?

COMPANY PROFILE:

Background on the firm or client. Describe what you do and who you serve, why you're different.

KEY MESSAGES:

What are the 1-3 most important messages you want to communicate?

THE PROBLEM:

If you are addressing a specific challenge, what is it?

GOALS / OBJECTIVES:

What is this video trying to achieve? Try to be as specific as possible.



TARGET AUDIENCE:

Include demographics, and psychographics, challenges and preferred channels (hopefully video).

STRATEGY:

The big picture you are trying to achieve. Can you give the creative team a high level strategy so we can get creative.

DISTRIBUTION:

Where will people be watching these videos, how will they be embedded, will there be an accompanying page?
Also consider if people will be watching this on mobile devices?

KEY COMPETITORS:

List 2-6 important competitors. Include their websites so we can check them out.

REFERENCE LINKS:

Relevant websites, reference materials, style guidelines, that you'd like to use for inspiration.



Post-Production

DELIVERABLES:

A cost effective way to get more mileage out of your production is to make multiple versions of your video tailored for each platform. Below are the most common social media platform posting options. Select which will work best for your audience.

| PLATFORM | LENGTH OF VIDEO | SIZE OF VIDEO | THUMBNAIL |
|---------------------------------|---|-----------------------------------|----------------------------------|
| <input type="radio"/> YouTube | <input type="radio"/> Less Than 1 Min | <input type="radio"/> 16:9 | <input type="radio"/> Yes! |
| <input type="radio"/> Instagram | <input type="radio"/> More Than 1 Min | <input type="radio"/> 9:16 | <input type="radio"/> No, Thanks |
| <input type="radio"/> Facebook | <input type="radio"/> Less Than 10 Mins | <input type="radio"/> Square | |
| <input type="radio"/> LinkedIn | <input type="radio"/> Custom Length | <input type="radio"/> Custom Size | |
| <input type="radio"/> Website | | | |
| <input type="radio"/> Other | | | |

DUE DATES:

It's usually helpful to work backwards, start with the final due date, then leave appropriate time to finish each stage.

WILL YOU NEED ANIMATIONS FOR THIS PROJECT?

Animation can be extremely helpful for showing the timelines, maps, illustrations, or name cards.

WILL THERE BE ANY FOUND MEDIA ADDED TO YOUR VIDEO?

Found media is a great way to show old photos, videos or other context to show your history. Found media is photos or video you or someone you know shot, you'll need to have the rights to use these before they are added to your video. If you're unsure, ask us about your particular situation.



BUDGET:

You'll want to consider your video producers costs, but also anything additional you may need. Common line items are hair and make up, wardrobe, additional actors, additional cleaning services, location costs and permitting, special props, and anything specific to your shoot. How much can you dedicate to this project? Any amount works but you need to dedicate resources to better allocate budget to sub categories.

| | |
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**YAY! YOU HAVE A SUPER SOLID PLAN GOING FORWARD.
YOU'RE READY TO START LOOKING FOR VIDEO PRODUCERS IN YOUR AREA.**

GETTING READY:

- Decide on your on-camera talent and give them time to prep
- Get your marketing team on the same page
- Set a discovery meeting with your video producer and your marketing team