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**CREATIVE BRIEF - VIDEO**

Thank you for reaching out to us to handle your video project!. Below you will find a series of questions that will help jumpstart the process. Do not worry about knowing the answers to every question. We are happy to work through these with you in our initial conversations.

**STORY:**

1. All stories need a problem and solution. What is the problem your brand or product is trying to solve? What is the solution?
2. What do you want this video to accomplish? How would you define success on this project?
3. Please list the 2-3 essential takeaways you want the audience to know after watching this video:

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1. What is your company’s or product’s unique value in the market?
2. What is the tone of your brand’s marketing? What is the tone that you want to strike in the video(s)?
3. Who is the audience? Where will the video(s) play?
4. If you have worked with production companies in the past, what did you like about that experience? What did you not like?
5. Please list a few reference videos or links to other brands that you would like to emulate:

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**PRE-PRODUCTION:**

1. How much of the *creative process* would you like for us to handle? Pitching ideas, scripting, storyboarding, etc.
2. How much of the *producing process* would you like for us to handle? Casting, locations, art direction, props, etc.?
3. When would you like to shoot?

**PRODUCTION:**

1. Regarding narration, do you envision the story being told through:  
   1. Interviews with the real people involved
   2. A scripted voiceover talent (off-camera)
   3. A scripted actor-spokesperson (on-camera)
2. How many days of filming would you guess are needed?
3. What is your budget range for the whole project?

**POST-PRODUCTION:**

1. Do you envision using animation or motion graphics in the video?
2. How many videos? Do you want multiple cuts, or social media cuts of the master video(s)?
3. Turnaround: When do you need the final products?