



# Video Brief

<b>Project Name</b>	
<b>Project Lead</b>	Name: Title: Division: Company:
<b>Due Date</b>	

## NOTES

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## PLANNING

<b>Goal</b> Outline the expected purpose and intended results of the video	
<b>S.M.A.R.T Objectives</b>	
<b>Target Audience</b> (Demographics & Psychographics. Be as specific as possible.)	
<b>Key Messages</b>	Top features/facts about the subject/program/product/organization etc.
<b>Tone</b>	
<b>Call to Action</b>	What action do we want the viewer to take after watching the video?



## SHOOT

<b>Length</b> Final video	
<b>Setting</b> Select one setting per video	
<b>Talent</b>	Who will appear in the video: spokesperson, subject matter expert, customers?
<b>Look &amp; Feel</b>	
<b>Style</b>	<ul style="list-style-type: none"> <li>• Talent addressing camera / Interview style</li> <li>• First person presentation</li> <li>• Narrative e.g. voiceover and graphics only</li> <li>• Screencast</li> <li>• Animated</li> <li>• Interactive video</li> <li>• Other?</li> </ul>
<b>Sample videos we admire</b>	Three URLs:

## NOTES

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## POST-PRODUCTION

<b>Existing Visuals</b>	Visuals including logos, photos or animation or previously recorded images which need to be included?
<b>Visuals to be created</b>	Any visuals such as stills or animation which need to be created?
<b>Music</b>	Is music required? If so, describe the desired effect.
<b>Have approvals been secured at each stage?</b>	

## NOTES

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## MARKETING

<b>Who at our company will use the video?</b>	Salespeople? Marketing Department? CEO? HR?
<b>Where will we upload / host the video?</b>	YouTube, Vimeo, Brightcove, LinkedIn, Facebook, other?
<b>How will we promote the video?</b>	
<b>Will social media, media relations be used to extend its reach?</b>	
<b>Do we require additional materials spun off from the video?</b>	Podcast? Byline? Q & A article? PowerPoint slides? Relevant quotes for re-use in sales presentations, speeches, by-lines, brochures?

## NOTES

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## EVALUATION

<b>How will we measure success?</b>	SMART Objectives!
<b>Were staff resources used most effectively?</b>	
<b>What's the ROI for our organization?</b>	

## NOTES

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