

VIDEO PRODUCTION CREATIVE BRIEF

1. INTRODUCTION

Introduce your company. List out:

- Company Name: dead man walking
- Mission Statement: effective marketing
- Products/Services:
- How You Benefit Your Customers:

2. PROJECT OVERVIEW

This is your opportunity to summarize your project. Consider:

1. What do you want to accomplish with this video?
2. How does the video fit into your overall marketing strategy?
3. Is this video part of a bigger project or a standalone project?

3. PROJECT OBJECTIVES

Determine what you want to achieve with this project. Consider:

1. What do you want to achieve?
2. What type of video do you need to create?
3. What type of CTA should your video have, if any?
4. What goals are you trying to achieve?

4. PROJECT SUCCESS

Decide how to measure success for this project. Consider:

1. How will you know if this project is successful?
2. What would one conversion from this project mean for your business?
3. Six months from now, how will you determine whether or not this project was successful?

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5. TARGET CUSTOMERS

Understand your target audience. Consider:

1. *Viewer Age:*
2. *Viewer Occupation:*
3. *Viewer Aspirations:*
4. *Viewer Challenges:*
5. *Viewer Pain Points:*
6. *Viewer Budget:*
7. *Viewer Location:*

6. CHANNELS & DISTRIBUTION

Determine where your video will appear. Consider:

1. Where are your target customers?
2. Where should your video be published?
For example, should it appear on social media, on TV, inside your app, on your website, or somewhere else?

7. COMPETITIVE OVERVIEW

Outline who your competitors are. Consider:

1. Who are your biggest competitors?
2. How do your competitors approach the market?
What does their messaging look like?

8. YOUR UNIQUE SELLING PROPOSITION

Explain how you're different from the competition. Consider:

1. What makes your company different from your direct competitors?
2. How are your products/services different from those offered by your direct competitors?
3. How do your clients talk or think differently about you versus your direct competitors?



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9. MESSAGE & STYLE

Decide how your message should be conveyed. Consider:

1. What do you want to say or express to your audience?
2. How can you make that message as clear and precise as possible?

10. BRAND GUIDELINES

Be clear in how your brand should be represented. Consider:

1. What branding guidelines have you established?
2. Which guidelines are most important for your video to adhere to?

11. BUDGET

Determine how much budget you have for video production. Consider:

1. What are your goals?
2. What is your timeline?
3. Where will your video appear?
4. How will your video be distributed?

12. TIMELINE & DEADLINES

Understand your creative roadmap and what deadlines are critical to project success. Consider:

1. How many meetings will you need? When should those meetings be held?
2. Who is required for filming? What is their availability?
3. What is your project timeline? How quickly should your video be ready?
4. How much time is required for pre-production?
5. How much time is required for production?
6. How much time is required for post-production?

