# 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

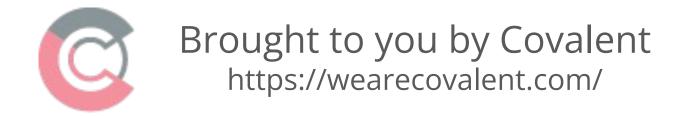
Outline who your competitors are. Consider:

- 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?

