

LOOKERS INTO BOOKERS

VIDEO BRIEF

WORKSHOP TWENTY SIX

WORKSHOP TWENTY SIX

BRIEFING DOCUMENT

This bonus template allows you to plan & communicate your video brief effectively to your team and to any outside agency, bringing structure and clarity to your project.

Organisation

Tell us a little bit about your business and role

Contact Name

.....

Project title

.....

Email

Why do you need video?

Date

.....

Phone

.....

What is your budget?

What do you want to produce?

What are the deadlines & milestones for this project?

.....

Platforms

.....

.....

What results would signify success?

.....

.....

.....

.....

What KPIs could be used to measure this success?

.....
.....

Who is the target audience?

.....
.....

How will the target audience discover and watch the video?

.....
.....

What are the key messages that need to be communicated?

.....
.....
.....
.....

Why are these key messages important to your target audience?.....

.....
.....
.....

When watching your video, what would you like the audience to:

Think.....

.....
.....

Feel.....

.....
.....

Do.....

.....
.....

How would you like your brand to be perceived.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Anything else?

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....