

# Video Production Creative Brief Outline



A **creative brief** is similar in concept to a roadmap for video production.

It's the starting point for you to define your objectives, your audience and the overall purpose of the video. The brief helps to ensure that the agency, client, production company all understand the goals and recommend the most innovative and effective production options.

**This is an outline brief, some of the questions may not be suitable for your production, so remove these as and when you need to.**

## CREATIVE BRIEF

Questions	Notes	Your answers
<b>Project Working Title</b>	A short title to make sure we're all talking about the same video! Not set in stone, but it helps to be relevant to the project but not too generic. <i>e.g. Warrington Case Study</i>	
<b>Company overview</b>	Please describe the principal business activity of the company that the video is being produced for.	
<b>Project overview</b>	Please provide a summary of this video project in one sentence.	
<b>Communication objective</b>	What is the main communication objective?	

<b>Core Message</b>	What one core message will deliver the communications objective?	
<b>Deliverables</b>	What are the deliverables? for example; 1 x 2-minute case study video 3 x 45 second teaser videos	
<b>Subject focus</b>	<p>Please provide a summary of the product, service, concept or idea to be communicated.</p> <p>This could include:</p> <ul style="list-style-type: none"> <li>• key features and benefits?</li> <li>• what problems are you solving?</li> <li>• how unique is the solution?</li> <li>• how do you differentiate yourself in the market (technology, price, service etc)?</li> </ul>	
<b>Business goals?</b>	<p>What are the specific goals that you want the video to help deliver? e.g. awareness, sales, motivation, enquiries, web traffic, training etc?</p> <p>What specific 'call to action' will be included and how will this be measured? E.g. visit our website, complete a questionnaire, call our sales team etc</p>	

<b>Type of audience</b>	<p>Please describe the types of audience that may view the video e.g.</p> <ul style="list-style-type: none"> <li>• Employees</li> <li>• Partners, agents and distributors</li> <li>• Stakeholders (all internal and external people/orgs with an interest)</li> <li>• Commentators/influencers</li> <li>• Existing customers/clients</li> <li>• Prospective customers/client</li> <li>• Global/Unknown</li> </ul>	
<b>Audience demographics</b>	<p>Age range, gender, geographical location, socio-economic group, interests, or attributes?</p>	
<b>Audience characterisation</b>	<p>Can the audience be characterised in any way? e.g casual/formal, technical, arty, conformist/non-conformist etc)</p> <p>What are their concerns, attitudes and desires?</p>	
<b>Audience knowledge</b>	<p>What does the audience already know about the subject of the video?</p>	

<b>Audience taste</b>	<p>What sort of imagery/style may appeal to them?</p> <ul style="list-style-type: none"> <li>• Serious</li> <li>• Fun/quirky</li> <li>• Casual/laid back</li> <li>• Classy/high end</li> <li>• Lowbrow</li> <li>• Trendy</li> <li>• Friendly</li> <li>• Intellectual</li> <li>• Focused/purpose driven</li> </ul>	
<b>Audience messaging</b>	<p>What do you want the audience to do, think and feel?</p> <p>And what should be the overall tone of the video?</p>	
<b>Key message</b>	<p>What is the single most important message that the video needs to communicate?</p>	