



CREATIVE BRIEFING SHEET – MAY 2011

The purpose of your video

- What do you want to use this video for? (Is it a promotional video/product demonstration/training video, etc?)

- What is the overall tone to the piece...does the programme have more of a corporate feel or is it more 'lifestyle' for example?

Target audience

- Who is the primary audience for your programme?

- What can we assume they already know about the subject?

- What are the key subject area(s) it will need to cover?

- Imagine you are the viewer, what questions would you want answering?

Distribution

- Is the video linked to a particular campaign?

- Where will it be watched e.g. web, iPad, DVD or in a face-to-face presentation?

Content

- What are the 3 most important key messages you want to convey to your audience?

Style

- Have you seen any other particular videos which you like? (In reference to style and format)

- How do you want the viewers to feel when they watch the video?

- How many 'on screen' contributors do you want?...i.e. speakers/actors/presenters

Interactivity

- What interactivity would you like to see?

Post-Production Graphics

- What graphics/animation are required in the programme to support the messages?

Deadline

- When does the video need to be completed by for sign-off?

- What is your target launch date?

Call to action

- What is the viewer's call-to-action? What do you want them to do next as a result of watching your programme?
