



**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?)

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

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**Target audience**

- Who is the primary audience for your programme?

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

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

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

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**Distribution**

- Is the video linked to a particular campaign?

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

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**Content**

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

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**Style**

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

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

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

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**Interactivity**

- What interactivity would you like to see?

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**Post-Production Graphics**

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

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**Deadline**

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

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- What is your target launch date?

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**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?

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