

## Video production brief – template

In today's digital landscape, video content has become an essential tool for engaging customers and driving brand success. This brief is designed to help you kickstart your video marketing projects effectively.

Whether you're promoting a product, sharing customer success stories, or educating your audience, our template will guide you through the essential steps to create compelling video content that resonates with your target audience.

### Project details

|                      |  |
|----------------------|--|
| <b>Project title</b> | <i>Insert name</i>   |
| <b>Distribution</b>  | <i>Where is the video going to be shared? i.e. Website, LinkedIn, etc.</i> |
| <b>Budget</b>        | <i>Insert budget</i>   |
| <b>Start date</b>    | <i>Insert date</i>   |
| <b>Deadline</b>      | <i>Insert date</i>   |

### Project collaborator details

|                           |                     |                                   |
|---------------------------|---------------------|-----------------------------------|
| <b>Project lead</b>       | <i>Insert name</i>  | <i>Insert contact information</i> |
| <b>Project writer</b>     | <i>Insert name</i>  | <i>Insert contact information</i> |
| <b>Project designer</b>   | <i>Insert name</i>  | <i>Insert contact information</i> |
| <b>Other stakeholders</b> | <i>Insert names</i> | <i>Insert contact information</i> |

### Project objectives

**Project objective** *What is the main objective of the video?*

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**Metrics for success** *What is your goal outcome for this video? i.e. views, click-throughs, etc.*

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### Project audience

**Who is this video aimed at?** *Insert a description of your ideal viewer persona.*

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**What is your ideal viewer looking for in a video?** *Share some insights about your target audience. (i.e. what type of video they may like, creative vs informative, etc.)*

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### Core message

**What do you want your viewer to think, feel, and do?** *Think:*

*Feel:*

*Do:*

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**What is the core message of the video?** *Insert a short one-sentence description.*

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### Content

**Video script** *Insert link to video script. (Remember to include any specific animations, cuts, or voice-overs you want in your script).*

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**Designs** *Insert the link to any designs you want to be included.*

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**Example of style** *If you have an example of how you want the video to be formatted, put a link to it here.*

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