



**Interesting
stories
beautifully
told**

Video Briefing Form



‘Lets get started’

Good. So, you’re ready to make some amazing new content. Whether you know exactly what you need and just need an idea of costs and some timings **OR** you feel a bit confused and would like some help with concepts, it’s **ALWAYS** a good idea to begin with a brief.

If you can take a few minutes to fill in some details on the next few pages and then share this with us, we’ll be able to help.

‘Let’s start with introductions’

Organisation name:

Your name:

Email address:

Phone number:

Tells us a little about what you have in mind. What are you hoping to make and what is its purpose?

What is your primary reason for wanting to create new content? Please select one

I’m hoping to fix a problem

I’m creating a new campaign

I’m hoping to add to an existing campaign

When watching your video, what would like the your audience to...

Think

Feel

Do

‘Is it me you’re looking for’

Who is your target audience - who do you want to reach? Tell as much as you can about them. Include things like age, gender, interests, geography, behaviours...

Where are we **most** likely to find them? Perhaps LinkedIn for business, maybe you’re running network advertising, broadcast, Facebook, Twitter, YouTube?

Why would they be interested in hearing about you - what can you offer them and how are you relevant?

What do you think will motivate them - what could you give them so they give their time and attention in return?

'The M word'

How long have you got to create content - is there a fixed delivery date or an ideal completion time in mind?

Here's the awkward bit... We know people don't like talking budgets - we get it. However, it has a large impact on ideas, so if you could kindly provide a budget range below, we would be very grateful.



That's a wrap! Thank you - we'll be back in touch shortly.