



Creative Brief

Company/business:

Contact person:

Role:

Mobile:

Email:

Date:



Why do we need this project brief?

We just want to be sure we are on the same page and that we provide you with a quote for exactly what you need. It will only take a few minutes to answer some key questions in regards to your project, but it will save you time and money in the long run.

Some pointers to filling this brief (**READ THIS FIRST**):

- If you're unsure of anything leave it blank
- Be as specific as possible when describing your needs.
- If there is more information not covered on the brief that you want to tell us then feel free to add more detail in the email or contact us.
- Feel free to add any additional materials with this attachment.
- Make sure to keep a copy of this brief for your own records.
- If you have your own brief then don't bother filling this one, just be sure to send us yours.



Requirements

How many videos do you need?

Do you need 1 or 2 videographers?

What's your overall budget on this project?

How long do the video/s need to be? Dates of the shoot and how many hours?

Do you supply the script?

- **No need for script**
- **Script supplied**
- **Include cost for script development**

Do you have a style guide we need to follow? Yes No

Do you need: Makeup artist Teleprompter Green screen

Other:

About your project.

What purpose does the video serve? (You can pick more than 1)

- Educate
- Instruct
- Promote
- Archival
- Product sold for profit

What style?

- Animation
- Interview/Testimonial
- Presentation
- Event highlight
- Real Estate Video
- Profile video
- Live Event
- Not sure. Exploring options

List any video examples you think are relevant:

Who is the target audience?

What is the call to action?

How will the final video/s be distributed or shown?

Social Media

Intranet Net

DVD/BluRay

Mobile phones

TV screens

HD LED Displays

Do you have a company styleguide that you need us to follow?

Yes

No



Thankyou!

**We'll get back to you with a quote
within two days.**

**If you have any questions feel free
to contact us.**