



Video production template brief

Take the weight off your shoulders:

Fill out the template brief below and you'll have all the info needed for your production company to take over and start adding value and creativity.

If you'd like help filling it out, give us a call on **01442 573 227** and we can go through it with you.

Name:

Company:

E-mail:

Phone:

Website:

What does your business do?:

When would you like the finished video complete by?

What result are you looking for from video?

Who is your target audience?

What does success with video look like?

Where will the videos be distributed?

What is the key message you are looking to get across?

What would you like someone watching to tell their friends about your company after viewing?

What do you want your viewer to do after watching?

**Are there any examples of videos you've seen that you think work?
Place the links here.**



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