**CREATIVE BRIEF**

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| PROJECT NAME | |
| 30/01/2020 | YOUR COMPANY NAME |

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| --- | --- |
| **Name**: | **Email**: |
| **Phone Number**: | **Position**: |
| **Organisation Website Address**: | |

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| **Project Summary** | *A paragraph or two about the type and scope of your project.* |
| **Video Objective** | *The reason behind the project, what do you want to accomplish? Are you aiming to build brand awareness, launch a new product, deliver information or train others?* |
| **The Target**  **Audience** | *Demographic information such as age, gender, geographical location(s). Are they familiar with your brand already or are you looking to expand your audience and move into new territory?* |
| **Key Messages** | *What are the essential messages which should take centre stage? This can be for your brand or/and the video.* |
| **Call to Action** | *What action do you want viewers to take after they watch the video? Do you have a campaign specific call to action or tagline?* |
| **Video length** | *This will be dependent on the video purpose and distribution. For example, social media video campaigns are best kept short.* |
| **Tone & Feel** | *Do you want your video to have a serious or informal tone? Do you want to inject some humour or keep things mysterious? How do you want the audience to feel whilst watching your video?* |
| **Distribution** | *Where will your video be shared? This could include social media, your website, during a presentation, training or live events…* |
| **Inspiration** | *Use this space to include links to videos with a similar feel or style of what you’re looking to achieve. Head over to our* [*portfolio*](http://www.curiousspirit.co.uk/) *for some inspiration.* |
| **How will you measure**  **success?** | *Do you have specific targets, for example video views, link clicks, etc?* |
| **Deliverables** | *The specifications of the project’s final pieces. This could include the video in several formats, lengths, with subtitles or narration in different languages. This could also include visual assets from the video for use elsewhere.* |
| **Budget** | *This will allow us to provide a clear guidance on what is achievable.* |
| **Deadline** | When do you require the final piece? |

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| **Additional**  **Information** | Is there any additional information we should be aware of? |

Send your completed brief over to [**curiousspirituk@outlook.com**](mailto:curiousspirituk@outlook.com)

and let’s see how we can tell your story.

Need some more guidance? Check out our guide for [what to consider when writing a video brief](https://poshgecko.co.uk/blog/5-considerations-when-writing-a-video-brief/).