**[](https://www.smartsheet.com/try-it?trp=11356&utm_source=integrated+content&utm_campaign=/content/project-brief-templates&utm_medium=Video+Project+Brief+doc+11356&lpa=Video+Project+Brief+doc+11356&lx=PFpZZjisDNTS-Ddigi3MyABAgeTPLDIL8TQRu558b7w)VIDEO PROJECT BRIEF TEMPLATE**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  | | --- | --- | --- | | **CLIENT** |  |  | |  |  |  | | **PROJECT NAME** |  |  | |  |  |  | | **BRAND** |  | **PRODUCT** | |  |  |  | | ***Client contact name*** *Phone number Email Address Mailing address line 1 Mailing address line 2 Mailing address line 3* |  | ***Your company contact name*** *Phone number Email Address Mailing address line 1 Mailing address line 2 Mailing address line 3* |   PROJECT |  |  |
| **PURPOSE | W*hy?*** | | |
|  | | |
| **OPPORTUNITY | *Ultimate impact?*** | | |
|  | | |
| **CORE MESSAGE AND CALL TO ACTION | *What are we saying?*** | | |
|  | | |
|  |  |  |
| OBJECTIVE | | |
| ***What does the project work to achieve and what are the challenges?*** | | |
|  | | |

|  |  |  |
| --- | --- | --- |
| SUBJECT | | |
| **PROJECTED TIMELINE** | | |
|  | | |
| **IMPORTANT DATES / DEADLINES** | | |
|  | | |
|  |  |  |
| BUDGET | | |
| **AMOUNT** | | |
|  | | |
| **ADDITIONAL FINANCIAL PROJECTIONS / NOTES** | | |
|  | | |
|  |  |  |
| TARGET AUDIENCE | | |
| **PROJECT TARGET | *Who are we trying to reach?*** | | |
|  | | |
| **BRAND TARGET | *Who does the brand speak to?*** | | |
|  | | |
| **DESIRED REACTION | *What actions do you wish your market to take?*** | | |
|  | | |

|  |  |  |
| --- | --- | --- |
| ATTITUDE | | |
| **PROJECT TONE | *What traits are we trying to convey?*** | | |
|  | | |
| **BRAND PERSONALITY | *What characteristics define the brand?*** | | |
|  | | |
|  |  |  |
| COMPETITIVE ANALYSIS | | |
| **REFERENCES | *research, inspiration, and styles within similar industries and other*** | | |
|  | | |
|  |  |  |
| DEPLOYMENT AND MEDIA STRATEGY | | |
| ***Website embed, email campaign, shown in office or event, etc. Who will host? Self, online platform, etc.?*** | | |
|  | | |
|  |  |  |
| RESOURCES | | |
| **CONTENT | *existing footage, scripts, locations, actors, graphics, etc.*** | | |
|  | | |
| **EQUIPMENT | *cameras, sound equipment, lighting, editing software, etc.*** | | |
|  | | |

|  |  |  |
| --- | --- | --- |
| STAKEHOLDERS | | |
| ***Who will be responsible for managing the project and issuing approval? List all parties.*** | | |
|  | | |
|  |  |  |
| FURTHERMORE | | |
| ***Include any additional critical information.*** | | |
|  | | |
|  |  |  |
| COMMENTS AND APPROVAL | | |
| **CLIENT CONTACT NAME & TITLE** | | |
|  | | |
| **COMMENTS** | | |
|  | | |
| **DATE** | **SIGNATURE** | |
|  |  | |
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