**VIDEO PROJECT BRIEF TEMPLATE**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| --- | --- | --- |
| **CLIENT** |  |  |
|  |   |   |
| **PROJECT NAME** |  |  |
|  |   |   |
| **BRAND** |  | **PRODUCT** |
|  |  |  |
| ***Client contact name****Phone numberEmail AddressMailing address line 1Mailing address line 2Mailing address line 3* |  | ***Your company contact name****Phone numberEmail AddressMailing address line 1Mailing address line 2Mailing 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?*** |
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| 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?*** |
|   |

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| 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.*** |
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| 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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