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VIDEO PRODUCTION BRIEF

Client	
Project Name	
Client Name	
Brand	
Product	
Contact Info	
Name	
Phone	
Email	
Address	

Project
Purpose why?
Opportunity what impact do you want this film to have?
Objective what do you want this project to achieve?

Timeline

Projected Timeline

Important Dates & Deadlines

Budget

Amount

Additional Projections/Notes

Audience & Targets

Project Target | who are you aiming to reach with this project?

Brand Target | who do the brand try to reach?

Desired Reaction | what actions do you want your target to take?

Attitude

Project Tone

Brand Personality

Competitive Analysis

References | Inspiration, research, style

Deployment

Where will the project be displayed?

Resources

Content | any existing scripts, graphics, actors, locations, etc.

Involvement

Who is managing the project? Who is involved?

Additional Information

Project Contact

Name & Title

Comments

Date sent