

Video Creative Brief

This brief is intended to serve as a starting point for your project. There is no pressure to complete this in its entirety. Feel free to only fill out sections that you think are relevant or helpful.

Date:

Contributors:

Company Overview

Tell us who you are and what you do. Please include links to your website or attachments to any supporting documents.

Project Background

What's your primary goal with this project? Why is this video important? What's the problem you're trying to solve?
What tone are you trying to strike?

Timeline

Is there an intended launch date for your campaign?

Deliverables

Please include desired video length(s).

Budget

Do you have a defined budget? What is it? If not, what is the range you're comfortable spending?

Implementation

Please select all key platforms (including cutdowns for organic or paid social).

Website

Twitter

TikTok

LinkedIn

YouTube

Other(s):

Instagram

Facebook

OBJECTIVES + MESSAGING

What is the primary message?

Give us the 1-liner.

What features need to be highlighted to reinforce the message?

What are the benefits? What are the differentiators?

Target Audience Segments or Persona(s).

Describe who we're talking to, what they need, what they need to know, and how can we target them? How do you want them to feel when they watch your video? Where will this video live in the sales funnel?

Measurable KPIs

How will you measure success? Do you have any metrics in mind?

What is the CTA?

Is there a landing page? Any other existing content (one-pagers, eBooks) we will be promoting? Gated or ungated?

BRANDING + INSPIRATION

Brand Guidelines

Do you have Brand Guidelines in place? Including style guide, brand voice, etc.?

Previous Video Experience

Have you launched any video(s) in the past? If so, how did they perform?

Inspiration

Do you have video examples from others brands that you loved? Any you disliked?

Appendix

Any other considerations? Things we should know?