

TEMPLATE

CREATIVE BRIEF

Project Name - Date
Client company
Point Person
Client Email
Client Phone

Multi-Media Production Agency

see every dimension



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VIDEO PRODUCTION CREATIVE BRIEF

1. OVERVIEW

Here you put the big picture for your project. What previous experience and/or projects relate to this current one?

2. OBJECTIVES

TANGIBLE GOAL #1

What will this campaign accomplish? Give us some details here.

TANGIBLE GOAL #2

What's your idea of success for the project? This is a key question to ask clients.

TANGIBLE GOAL #3

What else? Provide details

3. TARGET AUDIENCE

Know the audience cold. You should include demographic information such as age, gender, race, and income level.

Be sure to point one key piece of information as it relates to your project.

4. COMPETITION

Who is your client competing with? What is the marketplace like for your client and your approach?

Be sure to give names and numbers (if you can find them!)

5. MESSAGE

What is the theme and message of your project?

6. TONE

Paired with the message, explain what your project will be like--funny, sincere, scary?

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7. VISUALS

What will the project look like? What types of images or sequences will we see?

It's a nice touch to put some inspiration on the creative brief.



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8. SCHEDULING

Give a brief roadmap of what production will look like, give an obstacle or two.

9. BUDGET

*What are the financials going to look like for this project?
What's going to cost the most? What could be substituted to save money?*

Definitely an important section.

Do give numbers.

10. DATES & DEADLINES

PRE-PRODUCTION

- ❖ First Script Draft _____
- ❖ Revised Script _____
- ❖ New Budget _____
- ❖ Casting _____

PRODUCTION

- ❖ Shooting Begins _____
- ❖ Wrap Shooting _____

POST-PRODUCTION

- ❖ Deliver First Cut _____
- ❖ Deliver Final Cut _____

DISTRIBUTION

- ❖ Promote _____

11. STRAY OBSERVATIONS

Here's a place to add your own section. Do you have something that needs to be addressed for this project? Or some other part of the process you need?

List it here.

