



TEMPLATE

# CREATIVE BRIEF

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Project Name - Date

Client company

Point Person

Client Email

Client Phone

# 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
- ❖ Budget
- ❖ Plan

### PRODUCTION

- ❖ Begins
- ❖ Ends

### 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.*

