Creative Brief

**Project/Campaign Name**

Company: **ABC**

Contact:

Email:

Phone:

Date:

# Project

## Background

What context (campaign, event, etc.) the video will be part of…

## Driver

What prompted the requirement…

## Objectives

The outcome you intend to achieve…

## Metrics

How will success be measured…

## Stakeholders

Key decision-makers…

## Delivery platform

Where will the video be watched…

## Calendar

Event or publication dates…

## Budget

Guidance to limit the scope of creative and production options…

# Messaging

## Target audience

Their role and relationship with your brand/message…

## Core message

Primary message the audience must take away…

## Big issue

What problem are we trying to solve…

## Solution

The proposed solution and benefits…

## Supporting messages

Why should the audience believe the message and take action. (Evidence and key insights)…

## Competition

Products and services, serving the same target audience…

## Call to action

What action do we want the audience to take…

## Language

British or American English. Translation requirements for the voiceover, captions and on-screen text…

# Production

## Scope

Supplier responsibilities, if not full production…

## Branding

Brand guidelines, artwork and relevant marketing collateral…

## Script

Draft script or outline (if available) …

## Reference videos

Examples of likes and dislikes…

## Styling preferences

Visual references for help and guidance…

## Signature

Branding, contact details and copyright statements…

## Format

Video resolution, duration, frame rate, encoding, subtitles etc.

## Voiceover

Casting requirements in terms of age, gender, accent etc.…

## Deliverables

Any additional deliverables, other than the final video in the requested format(s)…