

Video Production Brief Form

Please fill out this brief to help us understand your project goals, audience, message, and production requirements. This helps us deliver a video that aligns perfectly with your vision.

OBJECTIVES

What needs to be achieved?

TARGET AUDIENCE

Who will see this?

Why is this important for the viewers?

How should they feel after watching the video?

MESSAGE & CONTEXT

What needs to be communicated?

Where will the video be presented?

tone of voice

What tone of voice should the video have?

- Friendly
- Educational
- Serious
- Inspirational
- Playful
- Corporate
- Other:

GUIDELINES

Do's

Don'ts

Key Features to Include

Technical or Brand Requirements

(e.g., logo placement, fonts, colors, resolution)

CREATIVE PARAMETERS

What can it be?

(e.g., Animation, live-action, hybrid, etc.)

What should it look like?

(Visual style, mood board references, color schemes)

What should it sound like?

(Voiceover tone, music style, etc.)

OBJECTIONS

What do you definitely NOT want to see in the video?

DELIVERABLES, TIMELINE & BUDGET

Deadline / Delivery Date

Languages in the video

Subtitles required?

Export formats required

- MP4
- MOV
- Vertical (9:16)
- Horizontal (16:9)
- Square (1:1)

Other:

Estimated budget

(You can give a range or maximum amount.)