

Company name:

Contact:

Background: (a bit of background information on the project)

Objectives: (why are you doing this?)

Target audience: (who is this video for?)

Distribution channels: (where's it going?)

Core message: (what does it need to convey?)

Creative notes: (Initial thoughts on style.
Links to any videos that inspire you).

Formats: (What formats do you require for delivery?)

Timescales: (when does the video need to be delivered?)

Budget: (How much have you set aside? Is this flexible? Does this include the distribution costs?)

Decision-making process: (Who is involved and how will it work?)