

## Video production briefing tool

Before beginning any project, large or small, you need to identify the project's goals and make clear plans for realising them. This will enable you and your team to better understand the project's objective and complete it successfully.

Giving your team a creative brief is an effective way to convey your objectives. This 'Think Tool' will show you the steps to quickly and easily create a brief that is both creative and efficient. The tool is also creative brief template you can fill out to kick-start your video production brief. You can use the tool to collect your thoughts and then copy the information to our online tool, or you can simply upload this tool to one of our online briefing pages.

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### What is a creative brief?

A project's objectives and methods can be laid out in greater detail in a document called a creative brief. The brief details the contributions of all team members.

Briefs for creative work are typically short, as the name suggests. They describe what is expected of the team, the obstacles they will face, the solutions they propose, and how the creative teams will collaborate to make the solutions a reality.

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When working on a quick project, a formal creative brief may not be necessary. Brand campaigns, however, require a team to have a creative brief before they can get started.

Before the agency receives the creative brief, they cannot begin working on the project. In the absence of a clear brief, beginning work is like bush walking in unfamiliar surroundings without a map. Everyone gets lost!

Putting together creative briefs can feel like a tedious chore, and we get that. Teams of creative thinkers typically can't wait to get cracking. They are eager to get past the preliminary planning stages as quickly as possible.

A good brief is time well spent because it prevents more serious issues from arising down the road. This is absolutely a worthwhile investment.

### How to write a creative brief

You don't want to design a creative brief that turns into a thick stack of papers. Instead, a concise and understandable document is needed. Make sure you can fit everything on just a few pages. Use bullet points to make the list more digestible. You could also make a PowerPoint presentation where each slide is dedicated to a different point.

### Key project information

Project name:

Client legal name:

### Background information (company description)

There is a story behind every company and every brand. Regardless of the people who end up working on the project, it's important that a brief history be included in the creative brief. Give the reader all the details they need to know about your company and the current project.

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## Describe your market position and competitors

Your company's or brand's current standing in the industry should also be outlined in your creative brief. Do you have any feedback from customers on the quality of your goods or services? As you analyse your brand's performance in the marketplace, don't forget to evaluate the competition. Add links to your competitors' websites.

## What is your USP?

Just what makes your business stand out from the rest? What, then, should the central point of the video be? What makes your campaign stand out from the competition is its USP, or unique selling proposition.

Determine what aspects of your offering (price, quality, reputation, etc.) are most important to your target market. Then, harness that interest to shape the design of the video.

## Objectives

What are you hoping to accomplish with this project, and how will you know when you've succeeded? Successful creative briefs outline in clear terms what must be accomplished by the project's conclusion. The design brief is meant to get everyone on the same page.

Drive purchases

Brand story

Showcase a product

Internal communication

Recruitment

Training and education

Thought leadership

## Other objectives

## Target audience

Every campaign should have a unique demographic that it's aiming for in terms of age, gender, geography, and specific wants and needs. For this reason, it is essential to clearly define your intended audience in the creative campaign brief. Don't make it too broad; videos can't be all things to all people. Adapting content for other audiences requires some tweaking.

### Target group

People

Business or organisation

Investors or board

Staff

### Target age

Generation Z

Generation Y

Generation X

Baby Boomers

## Other audience information

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## Key Messages or Interview Questions

Every video needs key messages. This is a handful of the top messages you want to communicate to your audience in order to meet your objectives. If you are working on an interview-based video, you can list some key questions for the interview subject.

## Style and Tone

How do you want your video to look and sound? What feeling do you want to convey to your audience?

You may have already established your brand's "tone of voice," or the way you interact with your consumers, in your brand guidelines. Here you can detail the specific approach to the style and tone used in your video.

High energy

Heart warming

Quirky

Inspiring

Serious

Casual

## Inspiration

You may have examples of videos you like. Paste in links in the box below:

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## Shots or scenes

If you have specific shots or scenes required in your video, such as locations, people, manufacturing or products, please describe them here.

## Ballpark Budget

An understanding of the budget is efficient. Many clients omit budget indications because they want to keep the numbers confidential, while others address after much work has been put into a proposal. Mentioning the ballpark budget in the creative brief allows the creative team to do what they do best and design a solution to meet your needs.

Ballpark budget:

## Timelines and milestones

Suggest an overall schedule with milestones for your creative project. After the creative team has reviewed the brief, they can verify that the tasks and milestones can be accomplished in the allotted time by reviewing the proposed timeline.

Most projects have a final deadline for the delivery of the finished video. Use this deadline to plan backwards and define all other milestones and tasks that way.

Consider the availability of your stakeholders and your internal review processes.

Date	Milestone
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Delivery Date:

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## List all deliverables you need

There is a reason you have a creative team working for you, whether they are in-house or contracted out. You're counting on them to finish a job and hand over some finished products. Making the assumption that they are familiar with the parameters can lead to a breakdown in communication.

When drafting a brief, it's important to specify in detail what the creative team should accomplish. In describing these items, please be as specific as possible. Include a list of deliverables like, *"Expected deliverables include four separate Mpeg4 videos with captions."*

## All done!

That's all the information we need for now. We'll be in touch very soon to clarify your needs and provide a proposal.