**Organisation:**

**Prepared By:**

**Contact Details:**

**Aims and Objectives**

**What is the primary purpose of your video?**

*Examples: “Explain our new product “, “Drive traffic to our website “, “Increase our social media engagement “, “Train our staff“, “Increase our brand awareness “*

**The Target Audience**

**Who is the ideal viewer for your video?**

*Individuals (B2C) or Businesses (B2B)? Age Range, Gender, Location, Interests, Job roles*

**Context**

**Where will the video be seen?**

Examples: *“On our homepage “, “Social Media “, “Broadcast TV “, “In an email campaign “, “On our exhibition stand “*

**Key Messages**

**What are the main pieces of information that you want the audience to remember?**

*Keep it simple at this stage - you don’t need all the details, or to write a full script. Try and boil it down to two or three simple bullet-points.*

**Call-To-Action**

**What do you want the viewers to do after they’ve watched your video?**

Examples: *“Visit our website“, “Place an order”, “Sign up to your newsletter“, “Book an appointment“*

**Inspiration & Ideas**

**Any examples of other videos you want to emulate?**

*Include links, if you have them*

**Format**

**What style of video do you have in mind?**

Examples: “*Film “, “2D Animation (Carton style, with characters) “, “2D Animation (without characters) “, “3D Visualisation / CGI“*

**Voiceover**

**Do you think your video will need a narrator?**

*If so, would a particular age, accent or gender be most appropriate?*

**Subtitles**

**Will your video need subtitles or captions?**

*If so, what languages would they need to be in?*

**Length & Format**

**How long should the finished video be?**

**Existing Assets**

**Do you already have any media that you want to include in the video?**

*Examples: “Photographs or footage“, “Our campaign artwork and graphics“, “Clips from our existing video“*

**Timescales**

**When will you be ready to start production, and do you have a deadline?**

**Budget Range**

**How much are you willing to spend?**

*If you can share this information, it will help video producers pitch a realistic proposal for your budget.*