

# Video Concept Development Brief

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**Client/Company:**

**Project:**

**Email/Contact #:**

## **PART 1 - CONTENT :**

### **GOALS**

**a) What objectives are you looking to achieve with this video?**

**b) What challenges are you looking to overcome with this video?**

**c) What do you want the viewer to remember after watching the video?**

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## **APPLICATIONS**

a) How will the video be used? (ex. internal communications, sales tool, case study, paid placement, earned initiatives, social media initiatives)

b) Where will the video be used? (ex. YouTube, Instagram, Facebook, TV, Cinema)

c) Will there be audio or will it play in a sound-down environment?

d) Will you require cut down assets? ( i.e. :15s, :30s, :60s)?  
What framing do you require? (i.e. landscape or portrait)? Will you need captions?

## **TARGET AUDIENCE**

a) Who is the audience? (ex. male 25-35 years old, urban)

b) What languages does your target audience speak?

English

French

English & French

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## KEY MESSAGES

a) What are the important messages you want to convey to your target audience? (Please rank the messages by order of importance.)

b) Why are these messages important?

c) Please specify a call to action, if applicable?

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## STORYTELLER

Who's telling the story? Please check off the answers that apply.

- Narrator/voiceover
- Spokesperson
- Testimonials
- Host/co-hosts
- I need help finding talent

## VOICE/SOUND

a) What is the tone of the video?

b) If using a narrator, do you prefer a male or female voice?

- Male
- Female
- No preference

c) Please provide example links to videos that you like and that could relate to this video. Please explain what you like and don't like about the examples.

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## **VISUALS**

Visually, how is the story being told? Please select all potential options.

- Live action (ex. shooting scenes, spokespeople)
- B-roll/secondary footage (ex. shooting products, cars on the highway)
- Motion graphic / text design
- Existing brand images / stock images
- Existing brand footage / stock footage
- 3D animation

## **LOCATION**

a) Do you have a location in mind for this shoot, please specify?

b) If not, would you need help finding a location?

## **OTHER REQUIREMENTS**

a) When is the anticipated launch date of this video?

b) What is the anticipated length of this video?

c) What is the budget for this video?

d) Is there anything else you would like to add?