



CREATIVE BRIEF

DATE: _____

CLIENT: _____

PROJECT NAME: _____

PROJECT SUMMARY: _____

WHAT IS THE OBJECTIVE, THE PURPOSE OF THE VIDEO?

WHAT SHOULD THE VIEWER DO AFTER WATCHING?

WHO ARE THE COMPETITORS? _____

WHO IS THE TARGET AUDIENCE? WHAT DO WE KNOW ABOUT THEM?

IN ONE SENTENCE, WHAT IS THE MAIN MESSAGE?

WHAT TONE SHOULD THE VIDEO BE? (Mastcom team)

DUE DATES: Flexible or Fixed

SHOOT: _____

ROUGH CUT: _____

FINAL CUT: _____

VIDEO LENGTH: _____

ANY DELIVERY INSTRUCTIONS?

PREVIOUS EXPERIENCE WITH VIDEO?

VIDEO INSPIRATION: _____

BUDGET: _____

RATE IN ORDER OF IMPORTANCE:

SPEED OF DELIVERY 1 2 3

QUALITY 1 2 3

COST 1 2 3

SOUND DESIGN / MUSIC NOTES:

OTHER NOTES: _____

