

Video Production Brief

Video title:
Give a short description of the video:
What is the objective of the video? (e.g. to promote a local charity)
Who is the audience the video is aimed at? (e.g. local businesses, men under 35, scientists, primary school children)
What style will the video be? (e.g. funny, serious, emotional)
Any other details: (e.g. locations, music, actors, equipment)
List any specific dates for project: (e.g. filming at an event, deadlines)