

Video Production Brief

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| 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) |