VIDEO PRODUCTION BRIEF

The Production Brief is a vital document that guides our video production process. It succinctly outlines the project's purpose, objectives, and essential background information. Our detailed template below assists in creating an effective brief and may highlight areas for additional research.

We've populated the template with a sample video project as a starting point; simply replace it with your details to begin crafting video content aligned with your objectives.

Company Name: *Company ABC*

Project Title: *Next Gen Human Resources*

Key Contact: *John Smith*

Contact phone number: *xxxx xxxx xxx*

Contact email: *johnsmith@companyabc.com*

1.Content

What is the desired output you expect from your video project? Please list out the total number of assets you would like to have produced.

*We are looking to create a social asset suitable for LinkedIn that is approximately 60 seconds. In addition, we would like to have 3 x 15 second small social assets to share over Instagram.*

2. Location

Where will filming take place?

Location – *The filming will take place at our local offices located at*

*Cannon Street, London EC4N 6AP*

Shoot location – *Filming will take place in one of our office meetings rooms.*

3.Video details for capture

What main components are required for the video?

Talking heads – *We would like to film 3 managers.*

Will all filming take place on one day? – *Ideally, we would like to film everything in one day, but we may have to film over two days to accommodate the managers to be features.*

Is a script available? – *We have a set of questions we would like to ask each manager to form the basis of the video.*

B-ROLL | Do you require B-ROLL for the video production? – *Yes, we will need to have shots captured of the office and employees at work. We would like your input on a shot list.*

4.Subtitles/Closed Captioning

Do you require subtitles or closed captions in your video, and if so, in what languages?

*Yes, we would like to have subtitles in English and in Spanish.*

5.Brand Guidelines

Do you have any brand guidelines or specific requirements that the video asset needs to adhere to (like using specific colours, fonts, logos, etc.)

*Yes, we have a set of company brand guidelines. We can send this over to you once the project is greenlit.*

6.Video Format

What format and resolution do you require for the final deliverables?

*We would like our main video to be delivered in widescreen format and in portrait mode for those we plan on sharing over Instagram.*

7.Target Audience

Who is the target audience for your video content? Please provide a detailed description of a typical viewer

*We would like to use our videos to be used to promote employment opportunities inside of our company. Also, we would like for prospective employees to get a sense of the office space and environment employees would work in.*

*The target audience would be the following:*

*Aged - 30 to 40 years*

*The video will be promoting opportunities for middle management in the human resources sector.*

*Our office is based in London so we are looking to target an audience of prospective employees that live in or will travel into the city.*

8.Samples

Can you share some examples of any videos online you would like for us to use as a guide?

*Please look at the samples below which we like. Also, you can look at what our satellite office has produced out of New York City.*

*Samples we like -Link 1, Link 2, Link 3*

*Company examples – Link 1*

9.Budget

Do you have an estimated budget you can share for the project?

*Yes, we have a budget of approximately xxxxxx*

10.Delivery date

Does the project have a delivery date?

*Yes, we will need for the project to be ready to showcase on our channels by mm/dd/yyyy.*