

CREATIVE BRIEF

KEY QUESTIONS TO ANSWER BEFORE PRODUCING A VIDEO

1. For what *need* is producing a video a *solution*? What is the objective of this video?
2. Who is the audience (Primary, Secondary)?
3. What are the specific key messages and what is the specific “Call to Action”? What do you want the audience to do after they view this video?
4. What specific measurement(s) will be used to determine the project’s impact/success?
5. In what style should the video be produced? What style will resonate best with your audience and most effectively communicate your objectives?
6. Will any element of the project be used for other applications/initiatives (repurpose for different audience, social media, closed or open captioning, translation into foreign language, etc.)?
7. How will the video be distributed and viewed by the audience? What is the specific venue and date of distribution/presentation?
8. What will be the approximate running time of the video?
9. Who is the ultimate decision maker? Who signs-off on the project?
10. How much budget is available?