

Video Production Creative Brief Example

1. Project Overview

Briefly describe the purpose of the video.

E.g., Promote the launch of our new product.

2. Objectives

What are the key goals for this video?

E.g., Increase brand awareness, drive website traffic.

3. Target Audience

Who is the intended audience?

E.g., Tech-savvy professionals aged 25-35.

4. Key Messages

What are the main messages to communicate?

E.g., Our product is innovative, reliable, and easy to use.

5. Tone & Style

Describe the intended tone and style.

E.g., Friendly, informative, and modern.

6. Deliverables

What specific outputs are required?

E.g., 60-second video, 15-second cutdown, subtitles.

7. Timeline

What are the key deadlines?

E.g., Initial draft by May 5, final video by May 20.

8. Budget

What is the budget?

E.g., \$5,000

9. Distribution

Where will the video be published or distributed?

E.g., Website, YouTube, Instagram, LinkedIn.

10. Approvals

Who needs to review or approve the video?

E.g., Marketing manager, CEO.