

Video Content Advertising Brief

Project Title

Enter project name or campaign title

Brand/Product

Brand or product name

Due Date

Budget

Optional

Background / Overview

Describe the campaign context, background, and product overview

Objectives

List the key objectives of this video content

Target Audience

Describe your primary audience (demographics, interests, etc.)

Key Message(s)

Main message(s) to communicate

Mandatories & Things to Avoid

Required elements (logos, slogans, disclaimers). Elements to avoid or restrictions.

Deliverables

Specify video lengths, cutdowns, formats, aspect ratios, etc.

Platforms & Placement

List where the video(s) will run (YouTube, Instagram, TV, etc.)

Tone/Style

e.g., Inspiring, Humorous, Informative

Video Duration

e.g., 30 seconds, 120 seconds

Language(s)

e.g., English, Spanish

References / Inspirations

Links or names of videos to use as visual/tonal reference

Approval Stakeholders

Who needs to approve the creative?

Additional Notes

Any other comments, context, or information