

# 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