

Project name

Why do you need video?

What do you want us to produce?

What results would signify success?

What KPIs could be used to measure this success?

Who is the target audience?

How will the target audience discover and watch the video?

What are the key messages that need to be communicated?

Why are these key messages important to your target audience?

When watching your video, what would you like the audience to...

Think	Feel	Do

Tell us about your brand and how you'd like to be perceived

Reference materials (other videos that reflect your desired visual style)

What is your budget?

What are the deadlines & milestones for this project?

Final Deliverables (all outputs and variations). E.g. Social media versions, subtitled versions etc.