



GO VIDEO

VIDEO BRIEFING GUIDE

Please note that this guide is intended to serve as a suggestion for your video briefing. While the questions provided are meant to help structure and guide your discussion, feel free to skip or add any questions that you may find relevant or not applicable to your specific needs

Tell me about your business: Can you provide a brief and concise introduction or elevator pitch for your company?

Objectives: Clearly state the goals and objectives of the video, such as promoting a product, increasing brand awareness, or educating the audience.

Target audience: Define the target audience for the video, including their age, gender, interests, and location

Message: Outline the key message that the video should convey, such as the product's unique selling points or the brand's mission statement.

Tone and style: Specify the tone and style of the video, such as serious, lighthearted, or educational. This will help guide the creative direction of the video and ensure that it aligns with the brand's image.

Length: Indicate the desired length of the video, taking into consideration the platform it will be published on

Deliverables: Specify the final deliverables, such as a full-length video, a series of shorter videos, or a combination of both.

Timeline: Outline the timeline for the project, including key milestones and deadlines. We all love a good deadline!

Approvals: Please define who will be responsible for reviewing the video and providing feedback.