



Video Project Brief

Welcome! Let's kickstart your video project. This brief is all about understanding your vision and goals. Fill in the details below to help us craft a video that aligns with your needs. Your input is crucial in shaping a final product that captures your message and exceeds your expectations. Let's make something great together!

Client Information

Name, company and contact info:

Project Overview (Brief description of the project. What's the purpose of the video? Who is the target audience?)

Video Objectives: What are the key messages or objectives the you want to achieve with this video? This could be brand awareness, product promotion, educational content, etc.

Style and Tone: Is it formal, casual, humorous, serious, etc.? Including examples of videos you like can be very helpful.

Script and Storyboard: Do you already have a script or storyboard, or will this be developed collaboratively?

Budget and Resources: What are your budget constraints and available resources?

Distribution: How and where will the video be used? Online, social media, internal corporate use, etc.
