

Promotional Video Creative Brief

How to Use This Creative Brief

This creative brief assists in bringing everyone together in agreement in understanding your organization, your audience, and the message that you will convey. The creative brief ensures ideas the message and the target audience are clear in throughout the process, saving time and unifying goals and objectives. Use this creative brief fully as possible – the more clarify with the detail, the better the project will be.

Contact Name & Title _____ E-Mail/Mobile _____
Project Title _____ Video Type/Genre _____
Meeting Date _____ Organization Name _____

Background & Overview

Why have you chosen video media to convey your message?

Objectives & Tone

What is the main message you wish to send? What effect should the delivery of this message have on your viewers; what do you hope they will think, feel and do? Tone: serious, casual, matter-of-fact, etc?

Primary Audience

Who are we talking to? Age, gender, etc.

Attitudes, Beliefs & Objections

How might the audience currently think/feel and say regarding what they know about your organization?

Current Behavior, Proposed Behavior

How does your target audience currently feel about your product/service? What change do you want?

Competitive Advantage

What benefits does your organization offer over competitors? List a few benefits your organization has.

Key Message

What's the single most important statement we can make to achieve your objective? This should be a clear, single-sentence message - be as specific as possible.

Notes

What else can you list to assist the creative development? Are there any similar examples of projects you are inspired by that may help with the creative process? If so, what aspects are of particular importance?

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