



CREATIVE BRIEF pg. 1

Creative Considerations

1. What is the goal or business objective of your video?

2. Who is your audience/customer?

3. What problem are you trying to solve for your audience/customer?

4. What do you want the audience to do? (i.e. is there a call to action?)

5. What is the emotional goal for this project? What do you want the audience to think/feel?

6. What is the single most compelling idea we need to convey?

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Creative Considerations

7. What is the personality and style we want to convey?

8. Are there any videos you like that achieve a similar goal, whether or not they are in the same industry?

Executorial Considerations

9. Do you have any budget constraints?

10. Who on staff is our point of contact? Who are the key decision makers?
Who has final approval on the project?

11. What is the deadline for final deliverable?

12. What are the key milestones/dates to include in the schedule?



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Executorial Considerations

13. What are suggested deliverables and formats?

14. How will the video be deployed? (i.e. website, social media, television?)

15. Do you have brand guidelines?

16. Do you have any media resources you would like us to use? (i.e. footage from prior videos, stock, logos?)

17. Is this part of a larger campaign? (provide existing creative if possible, production requirements, size, color, logo)

18. Do you have any additional staff you would like to include in the project on or off-screen?

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Executional Considerations

19. Are there any additional constraints? (Do you need to be sensitive to a particular audience? Do you need to focus on a particular aspect of a product or person?)

20. Feel free to add any sketches of/links to visual ideas, storyboards, mood boards, etc. (Adobe Spark is a great free tool for creating mood boards).