

# VIDEO MARKETING BRIEF

CLIENT

PROJECT NAME

DATE

JOB NUMBER

PROJECT OVERVIEW

## BUSINESS OBJECTIVES

Why do you want to make video content in the first place?

What challenges are you hoping it will overcome?

## KEY MESSAGES

What is the story you want to tell?

## BARRIERS / MISCONCEPTIONS

Do you have any common barriers or misconception that the video could help to resolve?

## TARGET AUDIENCE

Who are they?

What do they like / dislike?

Any other insights?

## TONE & STYLE

Any useful references?

## VIDEO MARKETING BRIEF

### WHAT ARE YOU NOT?

In terms of style and/or messaging...  
is there anything you're trying to avoid?

### APPLICATIONS

How and where are you planning  
to use the video(s)?

### WOULD YOU LIKE US TO RECOMMEND ADDITIONAL VIDEO MARKETING APPLICATIONS?

We can suggest additional ways  
of getting more value out of your  
video content.

### NUMBER OF OUTPUTS?

How many videos (outputs) are you  
expecting this project to produce?

### LENGTH?

Do you have an approximate length  
in mind for the video(s)