

Preparing a video brief

Video production may be new to you, or you may have several productions to your credit. In any event, you'll want your next production to be a winner.

The more information we have about your business and your business goals – the better we will be able to advise you, and suggest original, creative approaches that can be used to reach and engage your target audience.

Please:

- only answer the sections you / your producer considers relevant
- add more information to any of the points you feel are particularly important

If you require any assistance, or have queries, please call or [email](#) Video Support via contact info above.

Company name:

Company website:

Contact name:

Telephone number:

Contact email address:

1. Your key messages, goals & proposition

- What would you like to communicate?

- What are the 3 biggest benefits of your product, service or solution? What problem do you help customers overcome?

- What 3, unique differentiators set you apart from competitors?

- Who are your competitors, and what do we (if anything) need to know about them? What do you like/ dislike about their marketing approach?
- What marketing methods / sales channels are you currently using?
- Do you have a working title of your next production or campaign?

Ideally, your video should focus on making no more than three main points, the simpler the better. You should also consider what the 'call to action' will be, if required. Our production team will need to understand your USP's and the messages you would like to communicate.

2. Your target audience

- Who do you want to watch your video?
- Are you looking to communicate to one, or multiple audiences?
- Can they be characterised in any way?
- Do they use English as a second language? If so, will subtitles be required?

For the best results and ROI, it will help to clearly define your audience based on age, location, interests and occupation.

As a general rule, a video trying to address two audiences with different agendas won't work as effectively as one with a single, clearly defined agenda.

There are exceptions to the rule and solutions which we can look at later. We can also deliver alternative versions of your film during the post-production process.

3. Objective of your video

- Is it for demonstration, promotional, educational or training purposes?
- What specific sales and marketing objectives are you working towards?
- How would you like the audience to respond to your video or campaign? Will the video end with a 'call to action'?
- What is typically your customers' biggest problem?
- Do you need the production formatted for DVD, or just online?

Unless you have clear answers and objectives, the impact of your production is going to be blunted. "It's about time we had a video made for our website" is not an objective.

Possible objectives of your video may be to:

- *increase conversions on your site – capturing contact details, such as emails, increase purchases, new enquiries, or requests for more info*
- *explain the process behind your service, or how your product works*
- *encourage viewers to participate in an event, or to join your campaign*
- *raise awareness of an issue, to inspire, or to motivate*
- *be used as part of the tendering process, or to attract new sources of funding*

You may already have some videos on your site, or formatted on DVD, that need to be updated. If this is the case, we'll need to ask you some additional questions.

- *Has your audience changed?*
- *Have your products and services changed?*
- *What different opportunities, issues or challenges is the business facing?*

4. Video length

- How long would you like your video or film to last?

A training video or documentary on DVD could be considerably longer than a promotional video for your website. We will help to ensure your messages are communicated clearly - and concisely. 1 - 3 minutes is usually enough for a video being promoted online.

A film lasting 5, 10 or even 60 minutes can be edited to give you a 30 or 60 second version that serves as a 'taster' of what the main contents of the film will be.

Having a shorter version of the production produced can also be a great way of ensuring your audience gets the message they need quickly and effectively.

5. Video content

- Do you have a particular style in mind for your video?

- Have you seen any videos online that you would like us to take inspiration from?

- What sort of things will appeal to your target audience (ie. Humour, factual, expert opinion, real life case studies)?

- Will your video require a presenter or professional voice over artist? Do you have a preference for male or female?

- If you or a member of your team would like to appear in the video, will coaching be required (we can provide this)?

- Will stock footage, animation, motion graphics or After Effects be required?
- Will company directors, staff, clients, actors or independent experts need to be filmed and interviewed? If so, at which locations will this take place?
- Have you won any awards or achieved any accreditations you wish to shout about?
- What image do you want to adopt?

These are all important considerations that will influence how much time needs to be allocated to pre-production, and coordinating logistics around filming, if required.

We can provide studio space for filming in London as well as in other parts of the UK.

Images

Do you have specific images you would like used, or would you like us to source or create them, or a bit of both? eg, product images, stock images, existing brochure photography, logo artwork, etc

6. Music, sound effects & formatting

- Would you like music to be added to your video? Let us know if you have a style in mind, or we can select something suitable.

Music and sound effects can influence the viewer's emotions – whether you want to convey trust, confidence in your brand, or to show that you're more creative or 'cutting edge' than your competition.

- What format /file size will you want your video to be? If you are unsure, speak with your producer who will advise.

7. Marketing your video

- How do you intend to promote and distribute your video online? If you don't have a plan in place, we can assist you with this.

- How do you intend to host your video / videos on your website?

- Do you have a YouTube channel / Facebook page / Twitter account already set up for your business? If so, please list them:

Contact us to receive a free guide on marketing your video online. We can help promote your video on sites/ social media platforms frequented by your target audience, increasing views, followers and 'subscribers'.

We can host your videos online and get them optimised on the search engines, for the key terms that relate to your products and services.

8. Your deadline

- When do you want to start the project?

- Do you have a deadline for overall delivery?

- Are there any specific dates you would like us to film on, or events you would like us to capture?

It is important to think all of these things through and have clear lines of communication with the producer in charge of your production.

Please supply diary dates indicating your availability to discuss the project over the telephone or in person.

Any other notes:

About Crunch Time Media Ltd

Our management team have 25+ years' experience producing corporate films and online videos.

We work with clients worldwide, but the majority of our work is for UK based clients.

We're experts in using animation and video effects to enhance web video and rivet customers.

We have 4 video edit suites, with a full complement of the latest video & animation effects.

We film at True 1080 HD

We provide an end-to-end concept to delivery service.

We deliver certainty of result.

Contact us for more information, or to discuss your ideas or business objectives with one of our producers.

This guide was written by Matt Castle, MD CrunchTime Media Ltd
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