

VIDEO PRODUCTION BRIEF

1

We've created this template to help you create video content that drives your business goals forward. Remember to fill these answers with as much detail and precision as possible, It will help us understand your requirements better. We've filled out imaginary details as answers to the prominent questions in this brief. All you have to do is erase our answers and pen down yours.

CLIENT DETAILS

Company Name	<i>ABCD Pty Ltd</i>
Name of Project	<i>Landing page videos</i>
Key Contact (Name and contact details)	<i>Andrew Tatum, Managing Director andrew@example.com</i>
Other Stakeholders	<i>Pia Sinha, Marketing Manager</i>
Approximate Budget	<i>\$9000</i>
Project Timelines (Approx)	<i>3 weeks</i>

PROJECT OBJECTIVES

What business problems are you looking to solve?	<i>As a financial services company, we understand that finance feels complicated and daunting for our audience. We want to simplify certain financial concepts and make our audience feel more at ease with our products and services. We usually face difficulties converting traffic into customers. We want video to increase our conversion rates.</i>
What goals should your video meet to be successful?	<i>We would like these videos to increase by 40%, the number of our first-time visitors to our website. Also, to grow conversion by 30%.</i>

VIDEO PRODUCTION BRIEF

2

VIDEO CONTENT

What sort of video content would you like us to produce?	<i>We would like one animation explainer video and 2 short promotional videos for our landing pages.</i>
Keywords you'll be targeting with these videos (for SEO)?	<i>Financial services video, financial management video, financial</i>
Type of Animation, if any:	<i>We want a basic intro and ending in the video using our logo.</i>

TARGET AUDIENCE

Who is your target audience? Describe the average user in detail:	<ul style="list-style-type: none"><i>a. Senior employee, working 9-5 job (non-finance profile)</i><i>b. He/she is in the age-group of 35-55</i><i>c. Tunes into finance blogs by gurus, but has difficulty understanding</i><i>d. Enjoys watching videos about finance, as they seem to make understanding financial complexities easier.</i>
How will your audience find your video to watch it? Video placement?	<p><i>We will be placing video on our landing page, which we will optimise for search engines.</i></p> <p><i>We also intend to post videos on our blogs and on social media, as part of our marketing strategy.</i></p>
What call to action would you like your audience to take after?	<ul style="list-style-type: none"><i>1. We would like our audience to think about how easy and effective our solutions are when it comes to solving their problems.</i><i>2. We would like them to want to find out more about our company & products.</i><i>3. We would like them to download our e-books.</i>

VIDEO PRODUCTION BRIEF

3

MESSAGING

Core message you would like your video to communicate?	<i>Our business teaches you how to successfully manage your personal finances on a weekly basis.</i>
Why do these core message/s matter to your audience?	<i>Our audience wants real solutions to tackle their financial management problems and they don't want to be sold another fancy jargon laden product that they absolutely don't understand. They want to understand and implement.</i>
Please mention or list any references, videos, etc that align with your approach:	<i>Please refer to this video X0X0 on YouTube (link provided), etc.</i>

Please email this brief to duane@twostory.com.au and we'll arrange a call back immediately.