**VIDEO BRIEF TEMPLATE**

NB Please refer to [government guidelines](https://www.gov.uk/guidance/covid-19-coronavirus-restrictions-what-you-can-and-cannot-do) to ensure your idea is permitted under coronavirus restrictions.

**Product Name:**

**Commissioning Stakeholder:**

**Marketing Lead / Brief writer:**

**Unit 4 Account and Project Codes:**

**Timings (creative development, production and campaign live dates, and other key milestones):**

**Budget (production and media):**

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| **Overview** |
| **What would you like to create and why?**  Please provide a short description of the video project. |
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| **Is this video part of a wider campaign?** Please include any relevant information about the campaign and indicate what role video will play as part of it. |
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| **Audience** |
| **Who is the target audience?**  With reference to Shelter’s audience segmentation. |
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| What is the projected number of people you aim to reach? |
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| **Story and message** |
| **Please give any further information about the story you’d like to tell, or the issue or subject you’d like to highlight.**  Who are the key people, groups, places, buildings or themes your video will be about? |
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| **Viewer engagement**  How do you want the viewer to feel during, and directly after watching the film? (Eg moved, empowered, enraged, or further informed about an issue) |
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| **Video messaging**  What are the key messages to communicate? |
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| **What is the call to action?**  What do you want the viewer to do after watching the film? |
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| **What is the style you’d like to use?** E.g. documentary, explainer video, animation – Please give any relevant references to you audience and messaging. These could include other media such as music, photography or journalism. |
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| **Delivery and distribution** |
| **Deliverables**  What are the end products you’d like to come out of the project? Please include proposed video lengths and distribution platforms. E.g. website, broadcast, Instagram, Facebook, TikTok, live event screening. |
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| When would you like the video/s finished by? |
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| Do you have any shoot dates already scheduled? |
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| How are you planning to distribute and promote the film?  Do you have a social media plan in place? |
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| **Objectives and success metrics** |
| How will the video be measured – what does success look like? |
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