



# Effortlessly Create Your Video Brief.

Use our template to go effortlessly from concept to production-ready.

## How to use this template...

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**00**

### Section Name

Key Info

*"Eample answer"*

*Fill out your information by typing here.*

## De·fine your video project details...

### 01 Project Name

Project Name

*"Spring Eco-Wear Launch Campaign"*

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### 02 Key Stakeholders

Name / Role / Email

*"Sarah Jenkins (Marketing Director,  
sarah@brand.com)  
Marcus Cole (Creative Lead)"*

---

### 03 Project Summary

2-3 sentences on the video's  
purpose

*"We are launching our new line  
of biodegradable running shoes.  
This video needs to introduce the  
product's durability and style while  
highlighting our commitment to zero-  
waste manufacturing."*

---

### 04 Target Audience

Who is watching and what should  
they feel?

*"Urban professionals aged 25-40  
who love fitness but feel guilty about  
fast-fashion waste. They should feel  
inspired and empowered to make a  
sustainable switch."*

## De·fine your video project details continued...

### 05 Distribution Channels

Where will this video live?

*"Instagram Reels (Primary), Website Homepage (Secondary), and YouTube Pre-roll Ads. (Requires both 9:16 vertical and 16:9 widescreen cuts)."*

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### 06 Key Deadlines

Shoot Date / First Draft / Final Delivery

*"Shoot: 15/10/2027 | First Draft: 01/11/2027 | Final Delivery: 15/11/2027"*

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### 07 Deliverables Checklist

List format requirements and runtimes

*"1x 60-Second Hero Cut (16:9)  
3x 15-Second Social Teasers (9:16)  
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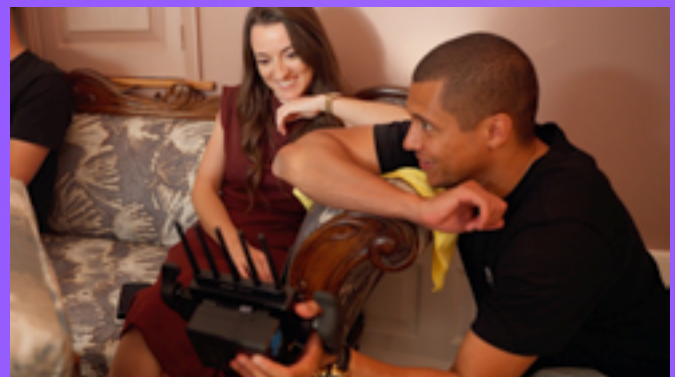
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What would you want to spend between?

*"The budget is between £2,500 and £5,000+VAT"*

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## Get in contact with us...

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# Effortlessly Create a Lifestyle Video Brief.

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## De·fine your creative details for your video project

### 09 Visual Tone & Aesthetic

Describe the visual vibe, lighting, and pacing.

*"Bright, warm, and cinematic. Think golden hour lighting, fluid camera movements, and a fast, energetic edit. No static tripod shots."*

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### 10 References & Inspiration

Paste links to music, style, or video references

*"Visual reference: [Link to Nike 'Run Your Way' Ad]. Audio reference: Upbeat, indie-electronic track like [Link to Spotify Track]"*

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### 11 Location & Environment

Describe the setting and logistics

*"An airy, modern city flat with large windows for natural light, transitioning to a scenic concrete running path by the river at sunset."*

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### 12 Talent & Wardrobe

Specify who is on camera and what they wear

*"Two fitness models (one male, one female) in their late 20s. Wardrobe should be earthy tones (sage green, terracotta, beige) to match our brand palette. No competing logos."*

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# Effortlessly Create a Event Video Brief.

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## De·fine the specific logistic details for your event video project

### 09 Event Schedule & Priorities

Detail the event run-of-play & must-haves

*"Event runs 9 AM – 5 PM. Priority 1 is the Opening Keynote by our CEO at 9:30 AM. Priority 2 is the Afternoon Panel on 'AI in Finance' at 2:00 PM."*

### 10 Audio & Tech Setup

Specify the technical constraints at the venue

*"The venue has a master AV desk. The video crew will need to take an XLR audio feed directly from the soundboard. Speakers will use venue-provided lapel mics."*

### 11 On-Site Logistics

Detail crew access, setup times, and passes

*"Crew can enter at 7:00 AM. A dedicated media room is available for gear storage. 3x All-Access Media Passes will be waiting at the front desk."*

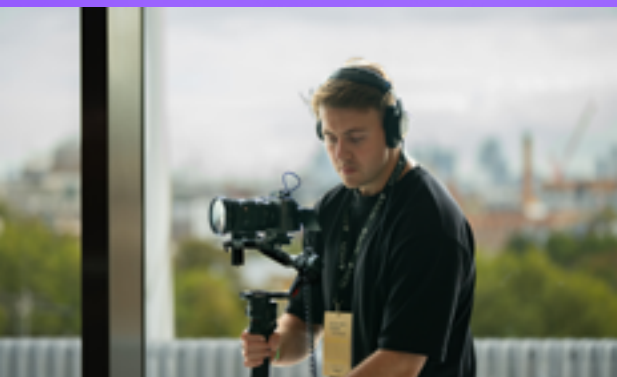
### 12 Vox-Pop Interviews

Questions to ask attendees on the fly

*"Yes, interview 4–5 attendees during lunch. Questions: 1. 'What has been your favourite session so far?' and 2. 'Describe the energy of this conference in three words.'"*

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# Effortlessly Create a Case Study Video Brief.

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## De·fine the specific details for your case study video project

### 09 The Subject Profile

Who is being interviewed and why?

*"David Chen, CTO of Fintech Solutions. They have been using our cybersecurity software for 12 months and successfully blocked a major data breach last quarter."*

---

### 10 The Challenge (Before)

What was hurting them/their business before?

*"They were using legacy software that was prone to downtime, causing their tech team to lose 10+ hours a week fixing patches."*

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### 11 The Solution (The Process)

How did they implement your product/service?

*"They migrated entirely to our cloud platform, which seamlessly integrated into their existing workflow over a single weekend."*

---

### 12 The Results (After)

What tangible data/metrics can they share?

*"Zero downtime since launch, and a 40% increase in team productivity. David should explicitly state these numbers on camera."*

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