



The Cooperative Storyteller's Creative Brief

Project Name: _____ | Date: _____

1. The "Listen" Phase: Background & Discovery

- **The "Why" Behind the Project:** What is the specific problem we are trying to solve? (e.g., membership is aging, awareness is low, rate increase transparency).
- **The "Cooperative Heartbeat":** What specific Cooperative Principle or value are we highlighting here? (e.g., Concern for Community, Democratic Member Control).
- **Target Audience:** Who are we talking to? (Think demographics *and* psychographics: The "Skeptic Farmer," the "New Suburban Mom," or the "Local Business Owner").

2. The "Plan" Phase: Strategy & Messaging

- **The Hook (The Lens):** If this video was a 5-word headline, what would it be? (Avoid jargon—think emotional).
- **The Key Message:** What is the one thing we want them to remember? (e.g., "Dobson doesn't just provide fiber; we build the connections that keep your family together.")
- **The Tone & Vibe:** (Circle all that apply)
Inspirational | *Professional* | *Gritty/Authentic* | *High-Tech* | *Neighborly* | *Humorous*
- **The "Non-Actor" Strategy:** Who are our "real people" subjects? What is their story "hook"?

3. The "Deliver" Phase: Execution & Production

- **The Visual Style:** Are we going for "Lo-fi/Handheld" authenticity or "Emmy-winning/Cinematic" polish?
- **Core Deliverables:**
 - [] 1x Main "Hero" Film (2-3 mins)
 - [] 2x "Thumb-Stop" Social Clips (Vertical 15-30s)
 - [] 1x Behind-the-scenes/Stills for newsletter
- **Key "Must-Have" Shots:** (e.g., The sunset over the substation, the close-up of the fiber splice, the member's reaction).

4. The "Refine" Phase: Metrics for Success

- **What does "Winning" look like?** (e.g., 20% increase in sign-ups, positive sentiment on social media, board approval).
- **Call to Action (CTA):** What do we want them to DO after the credits roll? (Visit a URL, call a number, attend a meeting).