RECRUITMENT

VIDEO

MARKETING

BRIEF

PROGRAMMATIC INVESTIGATIONS

A DIGITAL AGENCY FOR LEA

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| CLIENT |  |
| PROJECT NAME |  |
| DATE |  |
| BUSINESS OBJECTIVESWhy do you want to make video content in the first place? What challenges are you hoping it will overcome?  |  |
| TARGET AUDIENCEWho are they? What do they like / dislike? Any other insights? |  |
| WHAT DO YOU WANT TO SAY?What is the story you want to tell?  |  |
| SCALE?What scale of activity are you aiming for: Hero/viral video, 2-4 video series, one-off, multi-platform content plan for X months, full content coverage across all social and digital platforms. |  |
| TONE & VISUAL STYLEAny useful references? Do you have any brand guidelines available? | *
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| WHAT ARE YOU NOT?In terms of style and/or messaging... is there anything you’re trying to avoid? |  |
| ANY SPECIFIC CONTENT TO BE INCLUDED?i.e.: must show xyz, must include an interview with… etc. |  |
| WHAT DO YOU WANT YOUR AUDIENCE TO THINK, FEEL AND DO AFTER VIEWING YOUR CONTENT? | * THINK:
* FEEL:
1. DO (call to action):
 |
| DO YOU HAVE A CORE BRAND or CAMPAIGN MESSAGE?Central thought / strapline / proposition? |  |
| CREATIVE SCOPEHow important is it to you that this video(s) stands out creatively against your competition? |  |
| APPLICATIONS / PLATFORMS How and where are you planning to use the video(s)? Social media channels, etc. |  |
| WOULD YOU LIKE US TO RECOMMEND ADDITIONAL VIDEO MARKETING APPLICATIONS?We can suggest additional ways of getting more value out of your video content. | 1. YES / NO
 |
| KPIs / MEASURES OF SUCCESSHow will you measure the success of this project? |  |
| BUDGETWithout an understanding of budgetary constraints we have no sense of creative parameters.  |  |
| DEADLINE |  |
| MAIN CONTACT |  |
| ADDITIONAL NOTES |  |