

Twinlands Video Brief Template

This document is intended to help us obtain key information necessary to produce the video you're looking for, please complete as much of the following template as you feel necessary and return it (along with any supporting information) to us.

Feel free to leave as much of the creative side to us as you like, we can fill in any (or all) of the gaps.

We can work from as little as a list of key points and build out a full brief as part of the production process.

If you prefer to send over this information in another format, you can simply use this as a guide.

If the project is for more than one video, feel free to copy and paste any section or complete another version of this document for each video.

YOUR DETAILS

Your Name:	
Email Address:	
Contact Number:	
Company Name:	
Website URL:	

PROJECT DETAILS

Project Name:	
Video Project Goal:	Ideally, what does this video need to do effectively? i.e., Promote a product/explain a service/explain a sales process Feel free to attach send supporting information with this document.
Ideal Video Length:	Roughly, how long do you think this video should be?

VIDEO DETAILS

Target Audience/Describe your ideal viewer:	Ideally, who will be watching your video? Understanding the level of intent, commitment and understanding your ideal viewer has at the time of viewing the video will help us produce a video that speaks clearly to them.
Video type and placement:	Is this an ad, or does it sit on your website after responding to an ad? Is the viewer already a customer? Is this video for internal use?
Script Narrative:	Complete or can be Key Points/USP's if we are creating this for you. Please include a call to action, so viewers know what to do once they have viewed your video.
Visual Ideas:	Feel free to use the space here, or the table provided below to list any key visuals you'd like us to include in the video.
Additional Project Comments:	
Budget:	

Include Characters?	Yes/No
Include Voiceover?	Yes/No
Include Music?	Yes/No
Video Styles	Please link us to any videos you would like to take inspiration from (even if we haven't produced them). Please see our own examples here:
Additional Style Comments:	

VISUAL IDEAS

Please use the table below to provide a rough outline or describe ideas for your video. This can be left blank if you are unsure, you can discuss with our team later if you need help.

In the left column, please write your script if you have one or you can write ideas, and in the right column please describe the corresponding visual or animation.

[illegible]

[illegible]