

VIDEO BRIEF TEMPLATE

Start with the questions, *not the video*.

Fill in what you can. Leave gaps where you're not sure; that's what the first conversation is for. One or two pages is plenty.

Your name / company: _____

Date: _____

01 Business goal

What should change because this content exists? One clear goal beats five vague ones.

02 Audience

Who is it for? What do they already know, and what's stopping them choosing you?

03 The questions to answer

List the 5–10 questions your customers ask most. Ask your sales team.

1.

2.

3.

4.

5.

04 Where it will live

Tick all that apply.

☐ Website

☐ YouTube

☐ LinkedIn

☐ Instagram

☐ TikTok

☐ Sales presentations

☐ Events

☐ Internal channels

☐ Other: _____

05 Formats needed

Tick all that apply. Listing them now costs nothing; adding them after the shoot can cost a reshoot.

☐ Hero film

☐ Short answer videos

☐ Vertical cutdowns

☐ Stills

☐ Interview clips

☐ Podcast episode

☐ Articles

☐ Transcripts

06 Key messages and proof

The three things people must remember, and the evidence: case studies, data, customers willing to appear.

07 Tone and references

Two or three videos you like, one you don't, and why.

08 Practicalities

Locations, people available to film, brand guidelines, sign-off process, regulatory checks.

09 Timeline

Live date and any fixed dates: a launch, an event, a campaign. Is it a staggered rollout?

10 Budget range

A range helps us find the best way to hit your goal. No need for a juggernaut when you have a delivery bike in mind.

☐ Under £5,000 ☐ £5,000–£10,000 ☐ £10,000–£20,000 ☐ £20,000+ ☐ Not sure yet

11 Life after launch

Who owns the content, how often will it be refreshed, and how will you measure success?

Send it to us. *We'll help you shape it.*

Half-finished is fine. Most of our best projects started that way. We'll come back with questions, ideas and a plan, whether that's one film or a quarter's worth of premium content.

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