

HOW TO:

Write a commercial video brief in 9 easy steps

Epic video content starts with a well
written video brief, so lets get it right!

PLANNING

COMMERCIAL

BRIEF

AGENCY

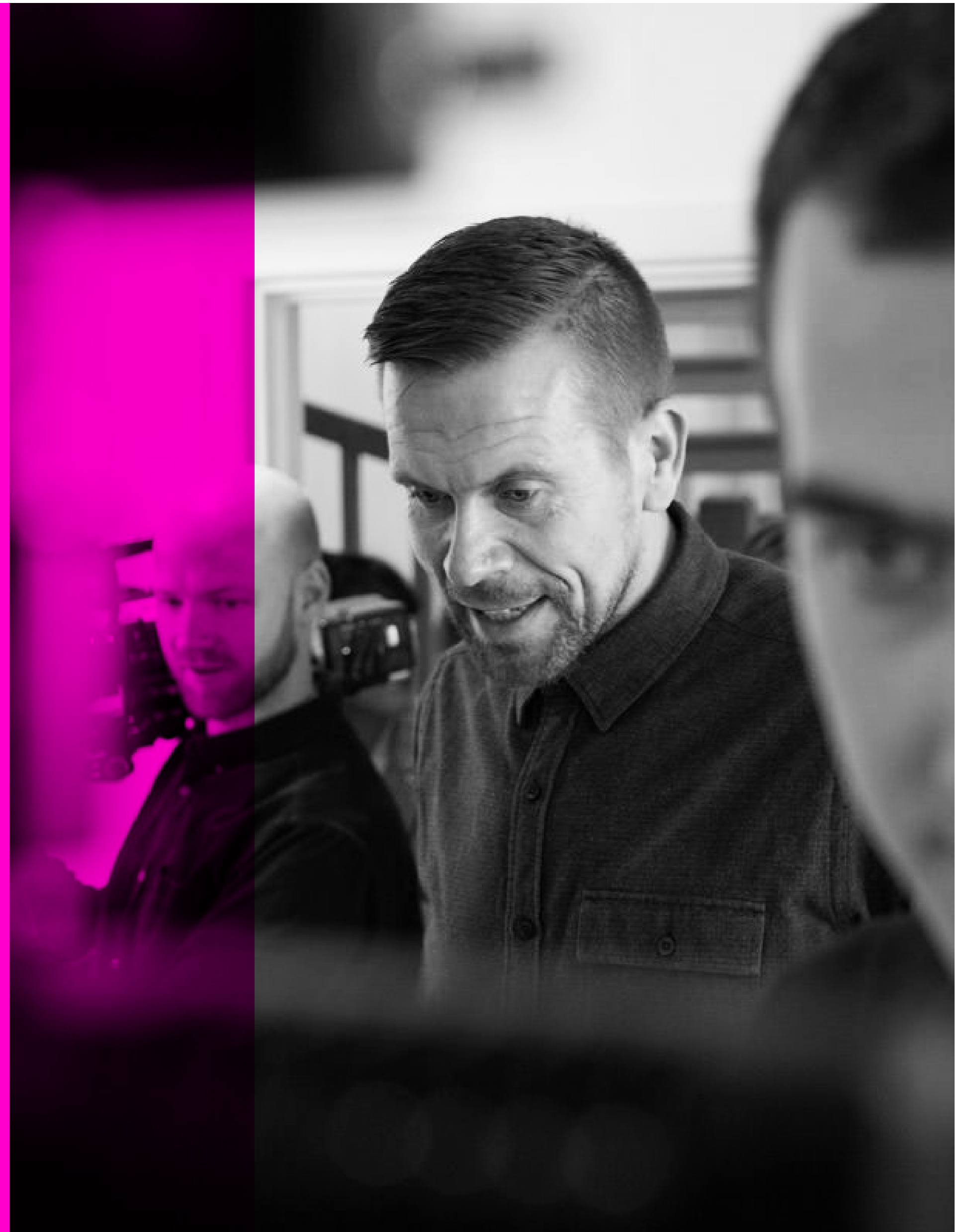
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hi

We're a visual content agency;

Which means we are a highly skilled team of creatives with a shared passion for film, music, photography, and design; working with brands and companies to create amazing video, animation, and photography content.

Since we have experience working with clients and know the importance of a well constructed brief, we've put together this simple document to help you write your own efficient video production brief.



What is a brief?



A brief is a document that details and summarises what you as a client want out of your video production project. Creating a succinct and well-informed brief means your production company can deliver exactly what you're looking for, so getting it right is key.

Keep reading for our commercial video production template, to help you get started.

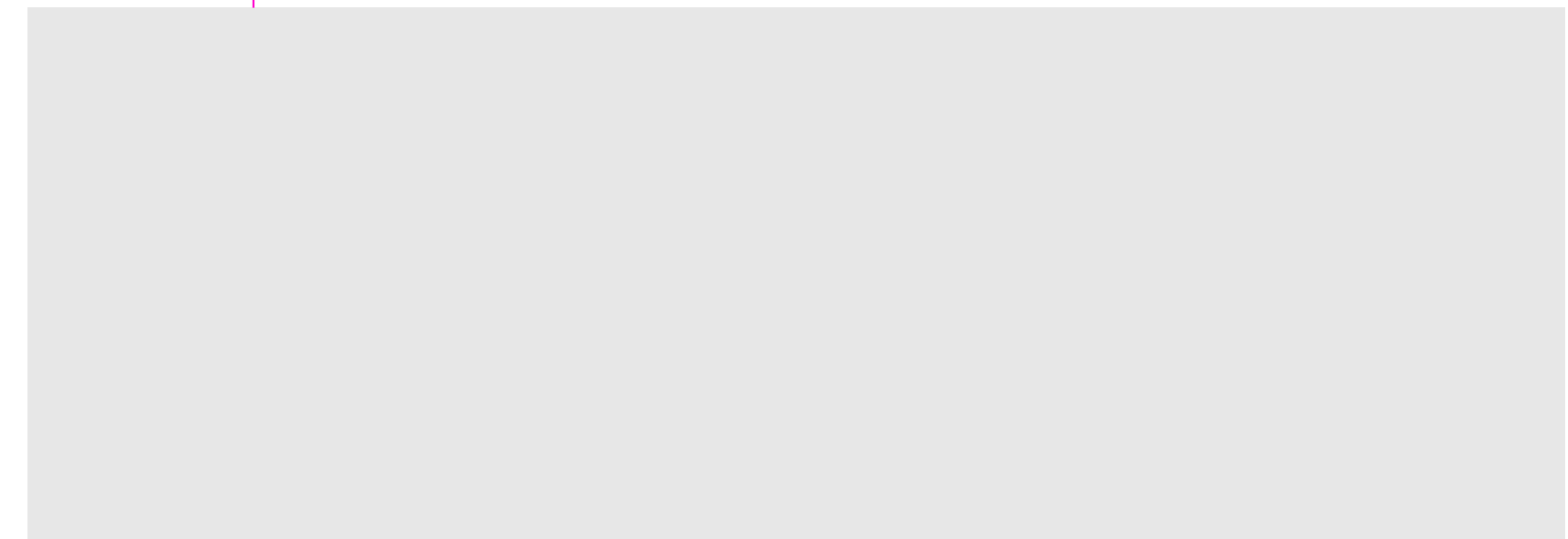
This may sound obvious, but really identifying the key criteria of your project is essential to the success and delivery of your final video. Whittle it down to one sentence that fully identifies the objective of the video.

Having a clear understanding of the purpose of your video in the simplest of terms, clearly communicates what the key deliverables to your content agency, meaning they can produce a video that does just that. In a nutshell, write what it is it you want to achieve.

What is the purpose of your video project?

Is it a promotional video aimed to generate brand awareness in a certain demographic?
Or is it an internal messaging piece for company employees?

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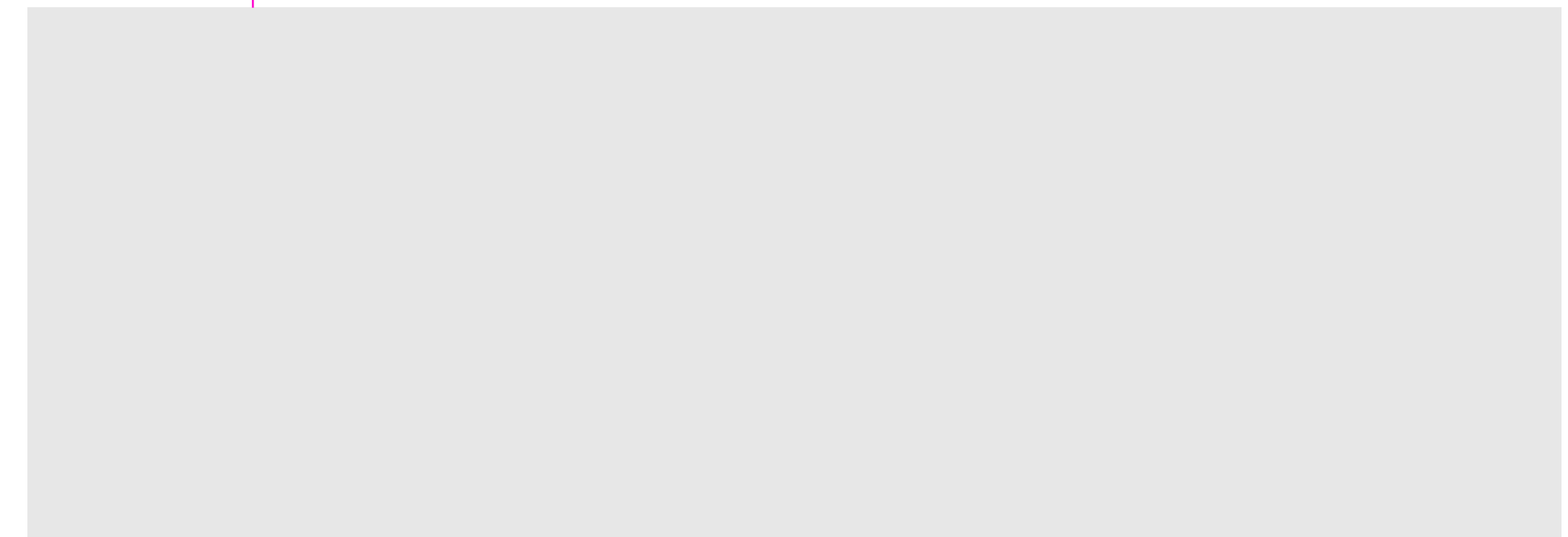


Knowing who you are targeting is a major player when creating an appropriate and engaging video, that effectively reaches your audience. So if you haven't already figured this out make sure you do before approaching your creative agency.

Who is your target audience?

Do you have a buyer persona, or are you trying to engage a new demographic? Are you targeting multiple audiences? If so, you may need multiple videos targeting each one.

Write it here



Where will you publish your video?

What channels will your video project be posted on?

This should be linked to your target audience, where do they engage most? (e.g. Instagram)

Write it here

Where you decide to publish your new video effects a host of factors that your production team needs to be aware of.

Deciding which platforms you'll publish your content on will help your agency meet your project goals.

How long will your video be?

This will be influenced by the channels you have chosen to publish your content.

For example, are you posting on Instagram? Do you need a selection of 15 second shorts and a longer feature video of a minute long?

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There is no ideal video length. Each project is different and will vary according to your brief.

Planning and deciding on the length of your video is essential when deciding on certain production factors; this includes budget, editing, filming criteria.

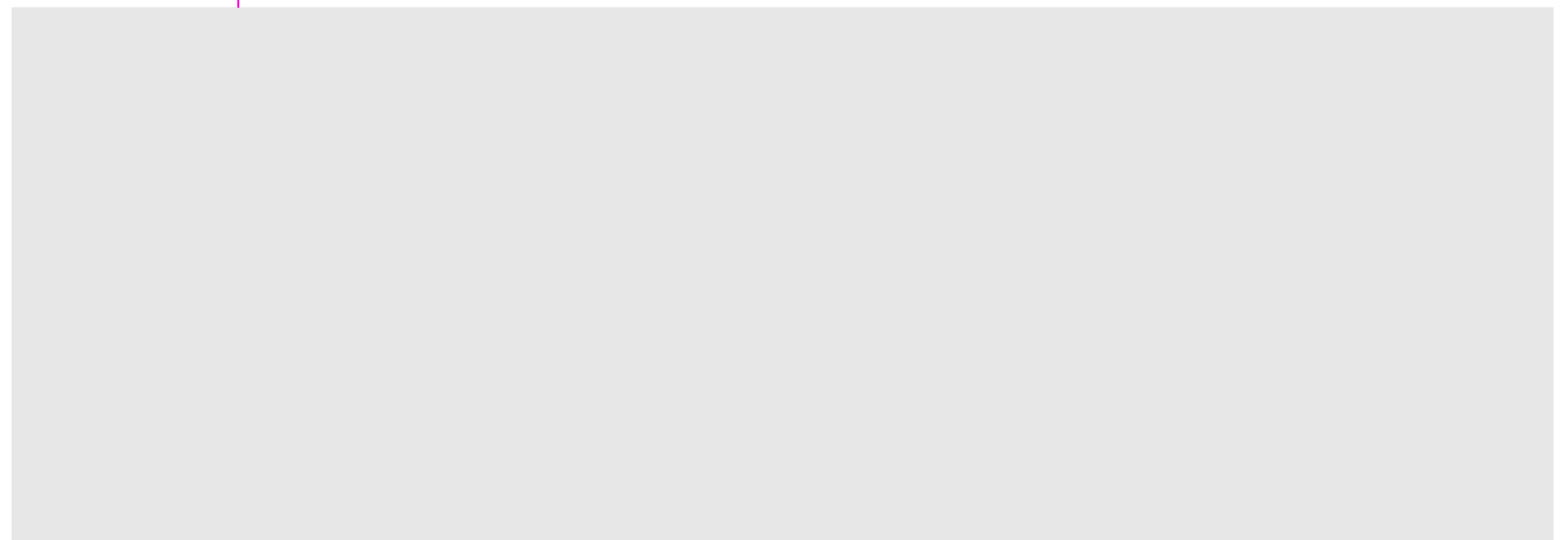
Your company's tone of voice reflects your brands' personality and values, helping connect with your audience and makes you stand out from your competitors.

Making your agency aware of your tone of voice and brand guidelines means your video will speak to the right audience and consistently convey its personality.

Tone of voice and brand guidelines.

This is a list of any brand colours, fonts or creative combinations that are consistently used across your visual assets. Think about how you want to be seen and heard.

Write it here



You may have some assets that will need to be incorporated into your video. Make sure you provide these non-negotiables to your agency and inform them of your video requirements.

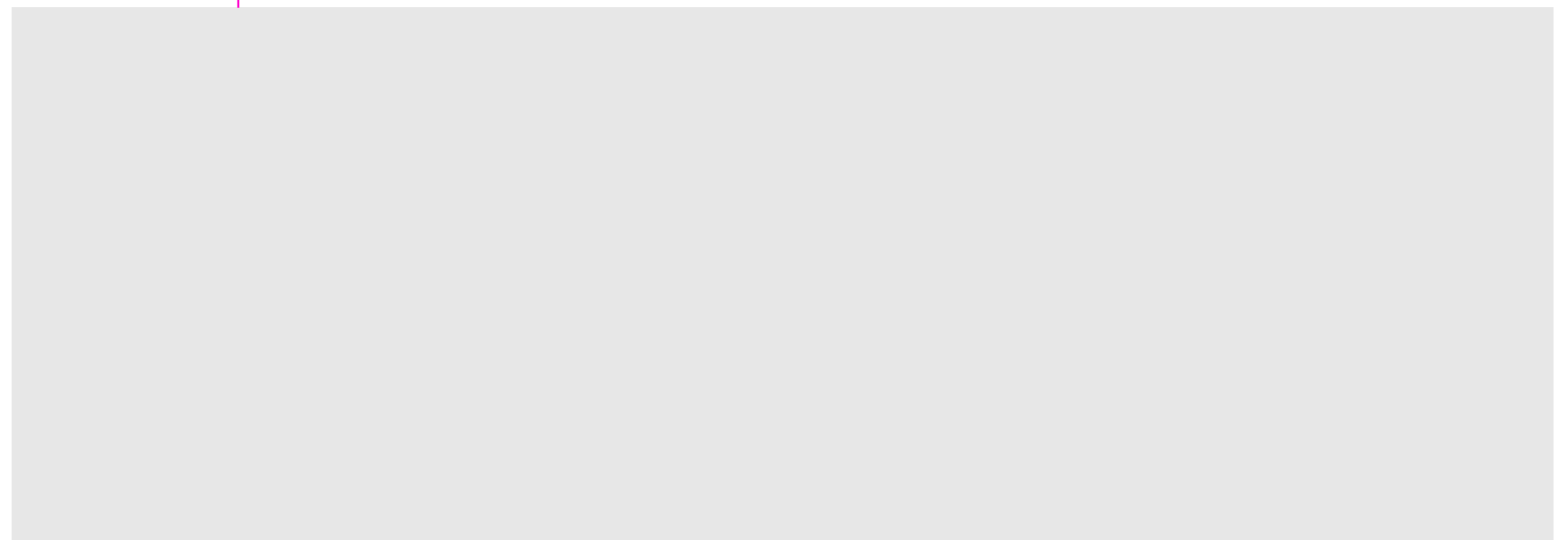
Unless starting a new project or concept from scratch, you may also have branded assets that can be used in the production process.

Non-negotiables and existing assets.

Non-negotiables may include a logo, tag-line, audio idents and so on; whereas existing assets can include things such as CAD files or character illustrations.

Make sure you provide these essential assets to your visual agency and inform them of your video requirements.

Write it here

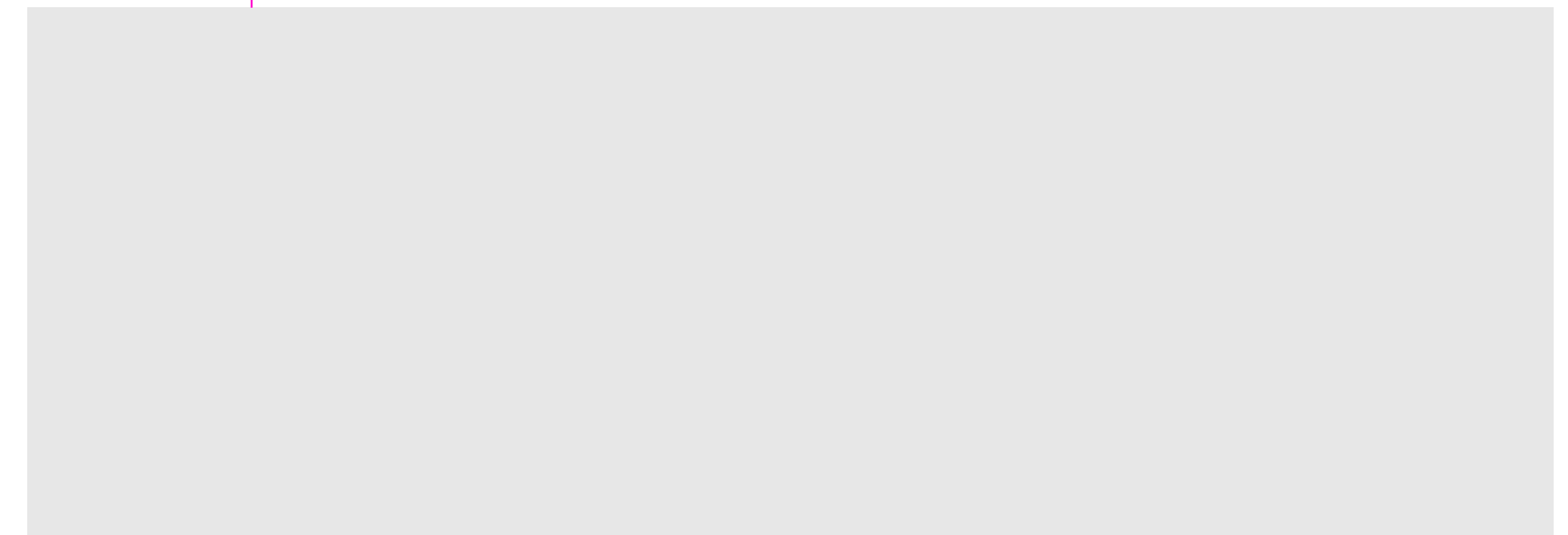


Knowing how much you're willing to spend means your production team can make honest choices about filming, editing and deciding on video aesthetics. This ensures your project is executed to the best of its ability and stays within your budget.

What is your budget?

Be honest. Transparency is key to ensure both parties are clear on expectations and can meet the project goals efficiently.

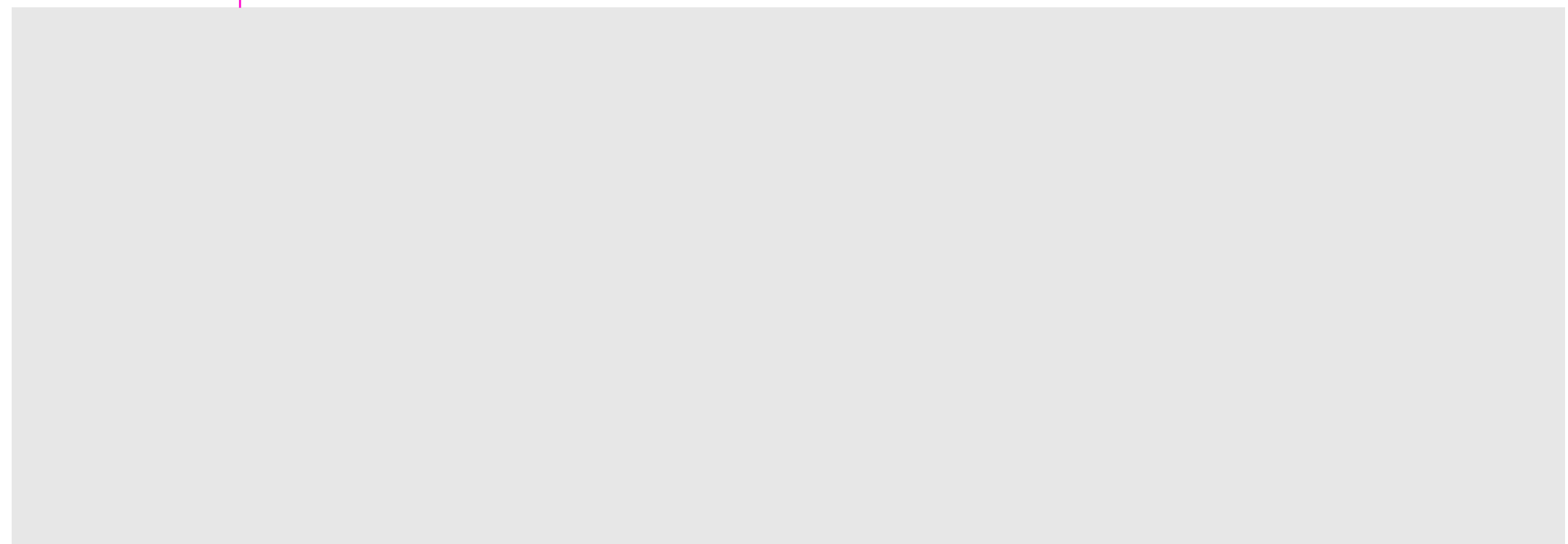
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What are your deadlines?

This can be a specific date you want your final video by, or multiple deadlines for each stage of your video production, for example casting or scripting aspects, editing time, etc.

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Listing your deadlines at the beginning of a project means your agency can work to dates that suit your marketing schedule.

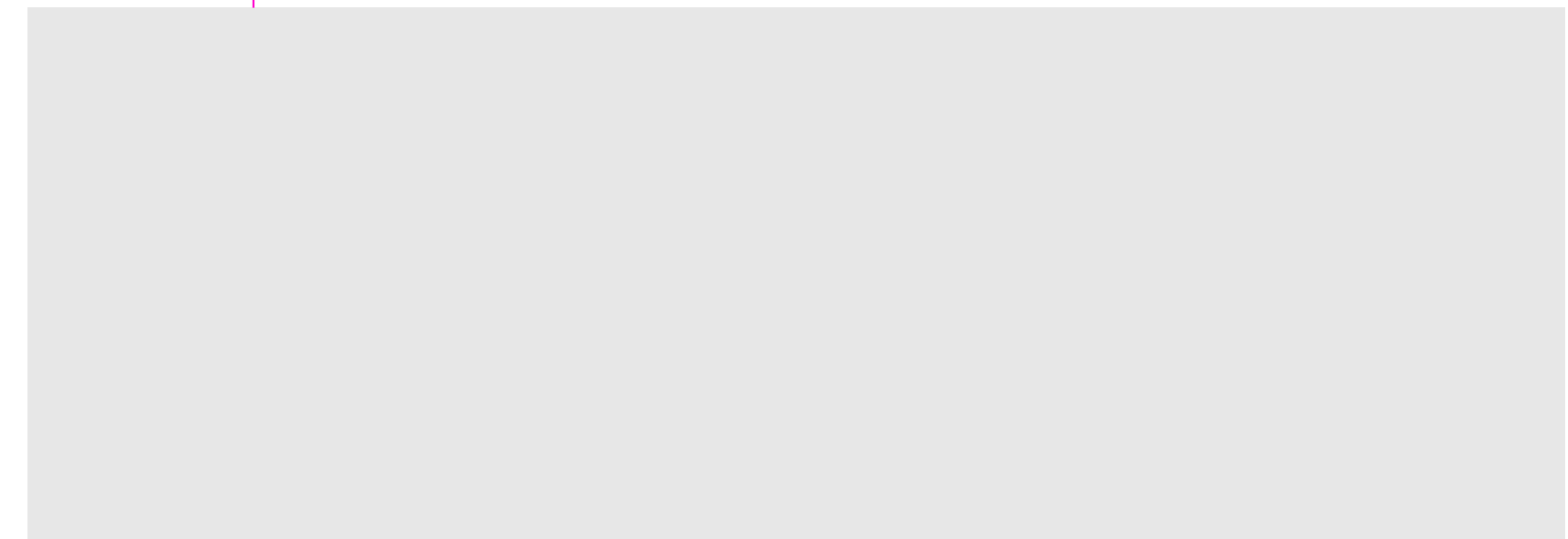
Whether you have a list of content you love, or an idea scribbled down at 2AM, it all helps your agency get a feel for what your project will look like.

Providing examples to your creative agency will allow them to really understand you and your brand, meaning they'll create content that meets your vision.

Seen something you like, or dislike?

This can include: reference shots, previous video content you've used, reference competitors as inspiration, note colour schemes, or even list material that you *don't* want to include.

Write it here



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Let's talk 