

HOW TO:

# Write a commercial video brief in 9 easy steps.

PLANNING

DEVELOPMENT

CONTENT

PUBLISH

# hi

**We're a visual content agency.**

We are a highly skilled, like-minded team of creatives; collaborating with a variety of clients to create amazing video, animation, and photography content for their business.

With over 15 years within the industry, our experience has allowed us to understand the importance of a well constructed brief, to help ourselves and you - the client - execute a highly crafted piece of content.





A creative brief is a document that both details and summarises what is needed from the project. Creating a succinct and well-informed brief means a creative content company can deliver exactly what you're looking for.

Keep reading for our creative brief template.

## STEP ONE

Before you begin, you should have a few goals in mind to avoid your content falling short. What message do you want to convey to your audience? How do you want them to react? What action do you want them to take? By planning out and answering these questions, you should be able to build your content around a brief that encourages your viewers to interact with your brand beyond the content.

# 1

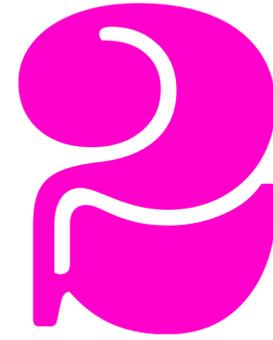
## What is the aim of your project?

Is it a promotional video aimed to generate brand awareness to a certain demographic, or is it an internal messaging piece for company employees? Write your solution below.

Write your thoughts here.

STEP TWO

Knowing who you're targeting is a major factor in creating an appropriate and engaging video that effectively reaches your audience; so if you haven't already figured out who you're aiming to reach, consider this before collaborating with a content agency for clear guidance.



# Who is the target audience?

Are you trying to engage a new sector of your target audience?  
Where does your existing audience interact the most online with your current content?

Write your thoughts here.

## STEP THREE

Discussing with your content agency where the content will be posted will help with formats, outcomes and even the duration of the content.



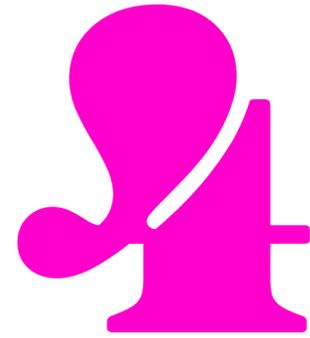
# Where will it be shared?

What channels will your project be posted on? Is this for your website **and** social media? Consider your target audience, where do they engage most? (e.g. LinkedIn, Facebook, IGTV?)

Write your thoughts here.

## STEP FOUR

Unfortunately, there is no magic number when it comes to video length. However, a content agency – such as ourselves – can help guide and suggest an ideal time according to what the project is. Whether it be a 30, 60, or 90 second piece of content, planning the duration can effect budget, post-production and even social media content too.



# How long will your content be?

This can be influenced by the channels you have chosen to publish your content. For example, is this content for your website, or social media? Do you need 15 second shorts or a 90 second video?

Write your thoughts here.

STEP FIVE

Your brand guidelines help define your personality, helping connect to the right audience and defining yourself against competitors within the industry. Additionally, by making a content agency aware of your brand guidelines can help when it comes to support with writing a script, creating on-screen motion graphics, animations, etc.



# What are the guidelines?

What typeface, brand colours and visuals are needed to define your brand?  
How can your personality come through the content?

Write your thoughts here.

STEP SIX

Following on from your brand guidelines, you may have some assets that will need to be incorporated into your video. Make sure you provide these non-negotiables to an agency and inform them of your video requirements.



## Existing assets & non-negotiables?

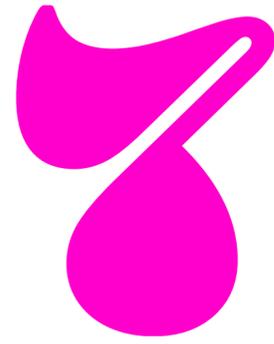
This may include a logo, tag-line, audio idents and so on; whereas existing assets can include things such as CAD files or character illustrations.

Write your thoughts here.

## STEP SEVEN

Knowing how much you're willing to spend means your production team can make honest choices about duration of filming, time to take editing and deciding on video aesthetics to ensure your project stays within budget, but is still executed to the best of it's ability.

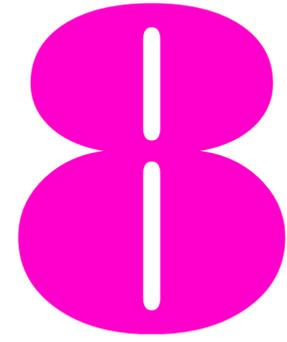
**Magenta.**



# What is your budget?

Be honest with your content agency; transparency is key to ensure both parties are clear on expectations and can meet the project goals efficiently.

Write your thoughts here.



# What are your deadlines?

This can be a specific date you want your final video by, or milestones for each stage of the content production; such a script sign-off, narrative, storyboard, post-production, etc.

Write your thoughts here.

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

## STEP NINE

Whether you have a list of content that you've seen and love, or an idea that you've scribbled on a piece of paper 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 what you're looking for.



# Are you inspired by something?

This can include reference shots, previous video content used, existing competitor videos, or even material that you **don't** want to include.

Write your thoughts here.

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Let's talk 