

CREATIVE BRIEF — VIDEO PRODUCTION

[Project name — Hero Film, Product Launch Video, etc.]

[One-line summary: what this brief is asking the production team to make]

Owner	[Brief author — name and role]
Approver (all rounds)	[One named person, with email]
Brief sent	[YYYY-MM-DD]
Brief size	Full (Video)
Sister brief	[Optional — link to related campaign brief]

BACKGROUND

Why this film exists, what campaign it sits inside, what is in scope vs. briefed elsewhere.

[Background — two sentences.]

OBJECTIVE

What changes for the business if the film works. A measurable number, not a feeling.

[Primary objective with a number and a date.]

[Secondary objective — e.g. completion rate, view-through rate.]

AUDIENCE

Pick one primary. Context, not demographics.

Primary — [...]

Secondary — [...]

What they already know — [...]

What they should feel — [...]

Action — [The one thing they should do after watching.]

SINGLE MESSAGE

One sentence. The thing the audience should walk away believing.

[One sentence.]

TO NE

Three adjectives the film should be. Three it should not.

[Three positive adjectives.]

[Three negative adjectives.]

MANDATORY COPY

Lower-thirds, end-card text, captions that must appear verbatim. Where each appears in the cut.

- [Verbatim copy — where it appears in the cut.]
- [...]

MANDATORY NOT

Things that must not appear on camera or in audio. Often legal-led.

- [Do not show ...]
- [Do not use ...]
- [Do not name ...]

DELIVERABLE MATRIX

One row per platform. Aspect, duration, captions, audio behaviour. Brief every cut up front; brief them after handoff and you reshoot.

Platform	Aspect	Duration	Captions	Audio
[...]	[16:9]	[60s]	[...]	[...]
[...]	[1:1]	[...]	[...]	[...]
[...]	[9:16]	[...]	[...]	[...]

File naming: [pattern]

Upload to: [path]

CHANNELS

Every surface the film runs on, including cutdowns and email embeds.

[List every channel. Note anything explicitly excluded.]

REFERENCES

Linked, not pasted. Storyboard and reference cuts are the video-specific ones.

- **Brand kit** — [link]
- **Mood board** — [link]
- **Storyboard** — [link]
- **Reference cuts** — [link] (N reference films, each captioned with what to lift)
- **Don't gallery** — [link]

OUT OF SCOPE

What this brief is not asking for.

- [Briefed separately ...]
- [Not in this round ...]
- [Deferred ...]

PRE-PRODUCTION

Script, casting, location, permits, crew booking. Each with a date.

- **Script lock** — [YYYY-MM-DD]
- **Storyboard approved** — [YYYY-MM-DD]
- **Casting confirmed** — [YYYY-MM-DD]
- **Location scouted, releases signed, permits cleared** — [YYYY-MM-DD]
- **Crew booked, talent contracts signed** — [YYYY-MM-DD]

PRODUCTION

Shoot days, what each day covers, weather contingency.

- **Shoot Day 1** — [YYYY-MM-DD, what is shot]
- **Shoot Day 2** — [...]

Crew: [DP, gaffer, sound, AC, PAs ...]. Weather contingency: [backup day].

POST-PRODUCTION

Rough cut, picture lock, color, sound, captions, cutdowns. Each milestone with a date and an approver.

- **Rough cut** — [YYYY-MM-DD]
- **Round 1 review** (approver: [name]) — [YYYY-MM-DD]
- **Picture lock** — [YYYY-MM-DD]
- **Color grade** — [YYYY-MM-DD]
- **Sound mix + music final** — [YYYY-MM-DD]
- **All cutdowns + captions delivered** — [YYYY-MM-DD]

Reviewers (input → approver before each meeting): [names + roles]

TALENT & CASTING

On-camera, voice-over, extras, releases, backups.

- **On-camera principal** — [stock vs. hired vs. real customer; release status]
- **Voice-over** — [in-house or external; recording date]
- **Extras** — [N people, source, releases]

LOCATION

Where each shoot day happens, who clears permits, weather plan.

- **Day 1** — [location, release status]
- **Day 2** — [location, permits required]
- **Contingency** — [backup day or backup location]

MUSIC & LICENSING

Library vs. custom vs. sync. License tier, term, platforms covered. Music is the most common reason a video has to be re-edited after delivery.

- **Track** — [source, license tier, term, platforms covered]
- **Restrictions** — [no sync-only / no editorial-only / etc.]
- **Fallback** — [what happens if track is rejected at picture lock]

POST SPECS

Color grade reference, captions and SDH locales, master format, delivery formats.

- **Color grade** — [source LUT, final look]
- **Captions** — [CC vs burned-in per platform; dub locales]
- **Master** — [codec, resolution, frame rate]
- **Delivery** — [delivery codec, bitrate, per-platform variants]

BUDGET — SCRIPT BREAKDOWN

Line items, not a single number. Crew, equipment, location, music, post, contingency.

- Crew + talent — [\$]
- Equipment + camera package — [\$]
- Location + permits — [\$]
- Music license — [\$]
- Post (edit, color, sound) — [\$]
- Contingency (10%) — [\$]

Total: [\$]. Round N+ on any deliverable = change order, [\$ per round], signed off by [approver].

SUCCESS METRICS

Numbers, not feelings. Watch-through, completion rate, demo signups, etc.

- [Primary metric.]
- [Per-platform metric where it differs.]

DEFINITION OF DONE

How both sides know the work is finished.

[All cutdowns uploaded to ___ in formats ___, named per ___, captions QA'd against script, talent releases and music license filed in ___, master + project files in ___, approved in writing by ___. Post-mortem doc opened.]

OPEN QUESTIONS (as of [date])

Numbered list. Owner + default if no answer arrives in time.

Q1. [Question.]

Owner: [name]. Default: [...]

Q2. [...]

