

# Project Brief

The key component to any successful video project, the project brief helps you set your project's direction, outline your goals, state your timeline, and identify key stakeholders. Answering these questions may seem intimidating at the outset, but once you start digging in and making progress? Easy peasy, **lemon squeezy**.

And if you need inspiration, feel free to cross-reference your answers with the tips in [the original post!](#) →

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## Business Challenge

What is the singular business need or problem you are trying to solve?

## Target Audience

Define the audience who will be consuming the video content, and identify their pain points.

## Goals & Objectives

Define what success looks like for this project. What will you learn based on the results?

## Creative Considerations

Do you have any suggestions or points of interest worth noting to the creatives on your team?

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## **Mandatories**

List out the non-negotiables—these are the messaging or design elements your video must include.

## **Next Steps & Timing**

Outline a high-level schedule to set expectations.

## **Inspiration**

Include examples of how other brands you admire are using video in their marketing.

## **Approval Process**

Outline key stakeholders at each stage in the approval process.