

# VIDEO BRIEFING

Please complete and return to your account manager.

**London**  
Level 6  
125 Old Broad Street  
City of London  
EC2N 1AR  
0207 305 7354

**Birmingham**  
Studio 11  
50-54 St Paul's Square  
Jewellery Quarter  
B3 1QS  
0121 309 0340

CONTACT NAME

DEPARTMENT

PHONE NUMBER

EMAIL

PROJECT SYNOPSIS

AUDIENCE *e.g. internal, whole firm, senior managers, prospects, sector-specific etc.*

SMART OBJECTIVES *e.g. raise awareness, generate a specific response, encourage event attendance, promote brand etc.*

ESSENTIAL KEY MESSAGES AND PARTICIPANTS

*i.e. what particular themes, ideas, comments, soundbites MUST be included in order for the video to be considered a success. Who will deliver these messages – interviewees, a voice over artist, actors etc?*

AFFECTIVE RESPONSE *How should the audience feel after watching? What action should they take? e.g. click, share, interact.*

LOCATION(S)

DISTRIBUTION *e.g. YouTube, buto, internal, web, email campaign, trade show etc.*

MAXIMUM BUDGET

KEY DATES *e.g. filming dates, participant availability, event date etc.*

DEADLINE

PROPOSAL REQUIRED BY