

Video Feedback and Review Checklist

- ☐ Do you think the video will achieve it's purpose?
- ☐ Is your product accurately represented in the video?
- ☐ Is the video true to your brand?
- ☐ Does the video deliver your primary message well?
- ☐ Is everything spelled and pronounced correctly?
- ☐ Do you like the music?
- ☐ Do you like the voice actor's delivery? Are there areas that need to be fixed? If so, what specifically would you like to hear differently?
- ☐ Do the colors and designs match your brand style and what you had envisioned?
- ☐ Are there any graphics or animations that you think need to be changed?
- ☐ Are there any potential legal or regulatory issues (word choice, disclaimers, etc.)
- ☐ Does your call-to-action still make sense in the context of your video?
- ☐ Now that you're looking at the video, are there other areas you think the video can be used in your sales or marketing process? If so, please identify where and how you would use them (this affects how we end your video).
- ☐ Do you have releases for everyone in your video
- ☐ If lower-thirds are used for on-screen talent, should affiliation be used or simply name and credentials? (Affiliations/Employers may change over time, putting a shelf-life on your video).
- ☐ Now that you've seen the first draft of your video, can you think of anything that may enhance the message?

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