At Skeleton, we know from experience that you’ll get better results with your video content if you set out clear **Video Objectives** before you start.

From corporate videos and explainer animations, all the way to TV commercials and viral marketing - knowing your objectives is the key to success.

To see the engaging and results-driven videos we create for yourself: [click here...](https://www.skeletonproductions.com/our-work)

This powerful template allows you to plan and communicate your video objectives effectively, bringing structure and clarity to your project.

By completing the objectives template you’ll explore:

* What problems your video content will solve
* How your video content will support your wider business goals
* Outcomes and results that measure success

We have produced 1000’s of powerful videos for brands like Boots, Samsung & Experian using this briefing template.

If you are going to ask agencies to quote for this work, we’d love to be added to the pitch list. Feel free to email your completed brief to [hello@skeletonproductions.com](mailto:hello@skeletonproductions.com).



VIDEO OBJECTIVES TEMPLATE

|  |  |  |  |
| --- | --- | --- | --- |
| **Organisation** |  | **Contact name** |  |
| **Project Title** |  | **Email** |  |
| **Date** |  | **Phone** |  |



|  |  |
| --- | --- |
| What is your business situation? Outline your strengths & weaknesses: |  |
| What problem do you have that can be solved with video? |  |
| What wider business goals do you want your video objectives to contribute towards? |  |
| Express your problem as one or more objectives that help achieve your wider business goals. Make sure they are:   * Specific * Measurable * Achievable * Relevant * Time-bound |  |
| Specifically, how will you measure success to ensure your video content is meeting the objectives you defined? |  |
| Are there any stakeholders who will need to be aware of / sign off the objectives before you move forward? |  |