At Skeleton, the **Production Brief** is an essential part of our video production process.

The Production Brief is a short 2-3 page document outlining the purpose and objectives for the project, as well as the background information needed to inform project development. Think of it as a succinct but critical information-set that helps point the project in the right direction.

Our handy template below outlines all the project information necessary for creating a thorough brief. It may even highlight areas where further research is needed.

To help get you started, we've filled out the template for an imaginary video. Delete our entries, fill in your own based on your planning and you’ll be well on your way to video content that will propel you towards your goals.

Remember: be **detailed, decisive and ruthless**!

If you have a project you’d like to discuss with us, please feel free to email your completed brief to hello@skeletonproductions.com.

VIDEO PRODUCTION BRIEF

|  |
| --- |
| **Client information** |
| Company Name |  |
| Project Title |  |
| Key Contact (name, phone, email) |  |
| Other Stakeholders |  |

|  |
| --- |
| **Objectives & Success** |
| What objective(s) should your video content meet? | *The main objective for our video content is:**- In one month our videos will increase by 50% the number of first-time visitors to our 3 eBook landing pages who download an offer* |
| Specifically, how will you measure the success of your video content? | *Currently we have 30 first-time visitors each month who download an eBook from one of our 3 landing pages. Based on our objectives, we will measure the video content as successful if it leads to 45 first-time visitors downloading an eBook in one month.* |
| Are there any key stakeholders who may affect how your video content is planned or produced? | *Our business owner needs to be happy with our objectives and measures of success before we can move forward. She will also want to see a rough copy of scripts before they are finalised.* |

|  |
| --- |
| **Content** |
| What do you want us to produce? | *A 60sec promotional video with a series of short 5-10 second cut-downs for use on all social media channels.* |

|  |
| --- |
| **Target Audience** |
| Who is your video content aimed at? Describe an average viewer in detail. | *Our video content will be targeted at brand managers looking for advice on how to best advertise a brand. An average member of our target audience:**- Is a brand manager**- Is in their 30s, 40s or 50s**- Works for a large company with one or more well-known brands**- In their role must maintain the appearance and appeal of their brand with limited resources available**- Reads high-level educational blogs and eBooks to help them in their job**- Watches informative videos in blog posts and on LinkedIn at work**- Is organised, analytical and eager to deliver results**- Doesn't have time for flashy campaigns that do not help to achieve brand objectives* |
| Do you have any insights into your target audience? | *Our target audience doesn’t care about creativity, uniqueness or artsy advertising, unless concrete results are delivered as a result. They’re tired of advertising agencies who show off their ingenuity or innovation without proving they can also help them meet their goals.**So rather than stressing the creative new advertising ideas in our eBooks, our video content should focus on how readers can use brand advertising to achieve their objectives.* |

|  |
| --- |
| **Core Message & Approach** |
| What do you want your audience to feel, think, and do? | *- FEEL: intrigued, impressed and eager to learn more**- THINK: that they want to use You’ve Been Ad’s eBooks to help them meet their goals**- DO: download one or more of our eBooks**- Doesn't have time for flashy campaigns that do not help to achieve brand objectives* |
| What is the core message(s) your target audience needs to know? | *The core message for our video content is:**- You’ve Been Ad’s eBooks teach you how to successfully use brand advertising to achieve your marketing objectives* |
| What are your supporting sub-messages? | *Our supporting sub-messages to back up our core message are:**Our eBooks show you how good brand advertising will:-**- Increase brand awareness**- Generate new leads**- Encourage repeat business**- Improve brand loyalty* |

|  |
| --- |
| **Other Details** |
| Where will your video content be watched? List all the places where you plan on distributing | *Our video content will be placed on our 3 eBook landing pages.**We also want to reuse the videos in a series of educational blog posts to channel additional new visitors to our eBook offers. This may require a separate ending or shorter version of the videos for use outside of the landing pages.* |
| What is your rough budget for the video content? | *We have a rough budget of £10,000 for our video content.* |
| Do you have a deadline? | *Our deadline is 20th September.* |