Essentials Option (you supply footage/story) – Brief

|  |  |
| --- | --- |
| Your name |  |
| Name of organization |  |
| Email |  |
| Contact number |  |
| Brief outline of what your organisation does and your mission. |  |
| What does this project entail? |  |
| Deliverables |  |
| Describe your organisations ‘voice’ |  |
| Project title |  |
| Desired duration |  |
| Target audience |  |
| Deadline |  |
| How does this video fit with your communication strategy? |  |
| Assets provided (names of all video, photo files, logos etc.) |  |
| Shotlist for story – see separate document for format and example. |  |
| What is it being used for? (Facebook, Twitter, Instagram, website, email?) |  |
| Anything else we should know? |  |