

# Video Brief Form

Company Name: \_\_\_\_\_

Attachments: \_\_\_\_\_

URL(s): \_\_\_\_\_

1. Summarize your company in three words. \_\_\_\_\_

\_\_\_\_\_

2. What's your brand?<sup>1</sup> \_\_\_\_\_

\_\_\_\_\_

3. What's your company catchphrase or slogan? \_\_\_\_\_

\_\_\_\_\_

4. Who is your target audience? (The more specific the audience, the better the video.)

\_\_\_\_\_

\_\_\_\_\_

5. What single problem are you aiming to solve for your target audience?

\_\_\_\_\_

\_\_\_\_\_

<sup>1</sup> Your brand is your public image, how people see you. In advertising, your brand is almost more important than your product. Remember, Cadillac isn't necessarily better than Mercedes, but people tend to prefer it because Cadillac's brand represents luxury.

<sup>2</sup> For example, simply targeting "drivers" will cast a broad net that might prove ineffective long-term, but targeting "male flatbed company drivers between 25 and 35 years old, seeking regional work in the southeast" is very specific, leading to a better targeted video.

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**6.** What single benefit or feature sets your product apart from your competition?

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**7.** Which emotion do you want your audience to feel after watching the video?

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**8.** After reviewing Randall-Reilly's portfolio, which video(s) do you like best?

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**9.** Video length?

- 6-second bumper
- 30-second spot
- 1 minute
- 2 to 5-minute

**10.** Where do you want your target audience to see your video?

(e.g. Facebook, YouTube, Twitter, etc.)

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**11.** Who do you feel most comfortable having interviewed?

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**12.** Required shots?

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<sup>3</sup> This determines how we edit your video. For example, Facebook and Twitter videos are more visual-dependent (autoplay videos are muted on both). 6-second YouTube stingers, on the other hand, can creatively use sound to sell your product.