**WHITEBOARD VIDEO**

**CREATIVE BRIEF**

 **DATE, 2018**

Q1: Please provide the following information:

* Name/Title:
* Company:
* Address 1:
* Address 2:
* City/Town:
* State/Province:
* ZIP/Postal Code:
* Country:
* Email Address:
* Phone Number:

Q2: Which of the following social media platforms do you use?

* Blog Address:
* Facebook URL:
* LinkedIn URL:
* Pinterest URL:
* Twitter URL:
* YouTube URL:
* Instagram URL:

Q3: Will your video be for internal use only, or have a more public audience?

Q4: Is this video going to be used for a TV commercial?

* Yes
* No
* If yes, please provide file specs:

Q5: What is the goal of your video? i.e. generate buzz, build customer base, show up my competition, etc. Give us your specifics and we'll help you meet them!

Q6: What is the subject of your video? i.e. our company, introducing product/service, training video, etc.

Q7: Will your script and/or storyboards need to go through a compliance or legal approval process before becoming final?

* Yes
* No

Q8: What brought your prospect to the page they are seeing the video on?

Q9: What are the top 5 questions your prospect typically has about your product or service? And, if this is to be an informative video, how would you like those questions addressed for your audience?

1.
2.
3.
4.
5.

Q10: Why do YOU offer this message? What is your core message? How is YOUR message/offer/approach different from your competition? What is your “only factor?” What can someone get from you that they can’t get anywhere else?

Q11: Is there a video or sales letter that you think is totally powerful? If so, please provide the link or upload a copy to Basecamp.

Q12: Can you provide any existing copy or sales letters regarding your product or service? If so, please share as attachments.

Q13: What is most important to the person watching the video?

Q14: What is the problem they have that your product will solve?

Q15: What will happen if the problem doesn't get solved?

Q16: How will this video be remembered by the viewer? How will it be retold after they watch it?

Q17: If you would like your logo included, please let us know where you would like it plugged in. Perhaps you want them to see it right at the beginning and at the end. Perhaps it is the centerpiece the whole way through. Or it could be the big thing your clients see at the end of the Video Draw. Oh, and don't forget! Please send a high-resolution logo to your project manager!

Q18: What would you like the main and supporting characters of your Video Draw to look like? What are they wearing? What age group? Perhaps a certain gender? Do you want people or animals or aliens? Consider your audience and if this is something very important to you, let us know. If your characters are REAL people, we would love for you to please provide pictures to your project manager - the larger file size, the better!

Q19: Environment is key. Do you want your Video Draw to be taking place in the red rock country of southern Utah because you are pitching a vacation spot? Or do you want the surrounding background images to be that of an office? Please let us know if there are certain images or objects that you want drawn in. Again, please feel free to upload and/or send pictures as desired! We are creative, but in the end, we want it to be exactly what YOU want!

Q20: Are there certain words or phrases that you definitely want to see in the Video Draw? Be specific with the script and let us know what words to put, what to make bold and what NOT to say.

Q21: Finally, sometimes it is easiest to sketch out your idea for the flow of a storyboard or the potential look of a person or individual so that we get it right. Scan it and send it to us in .jpg or .pdf format.

Q22: What is the desired action of the video? To get someone to buy something on the page, fill out a form, call you? Do you have a call to action? If so, what is it? For example: "Click the link below" or "Call this number". Please be very specific and let us know the best number, URL, email address or specific action you’d like someone to take and/or respond to.

Q23: Tell us as much about your target audience as you can. What are the key selling points? What will make them stand in line for 12 hours in a blizzard for your product or service? Why can't they live without you?

Q24: What are the top 3 search terms, or keywords, you want to be found by on a google search? For example, "fitness" for a health product, "financial planner" for a financial product.