

Video Project Brief

Project Name

Date

Submitted By

Company / Org

1. Overview

This section should explain:

- **What the project is** (type of video, campaign, or content piece).
- **What's launching or being highlighted** (product, service, initiative, event).
- **The big-picture purpose** (why anyone should care).
- **The intended tone** (professional, playful, inspirational, cinematic, etc.).

Think of this area as the elevator pitch for the whole project.

2. Video Purpose

Cover:

- **Where the video will live** (homepage, social media, ads, internal meeting, conference, onboarding, etc.).
- **What the video should accomplish** (awareness, education, persuasion, recruitment, product adoption, internal alignment).
- **How success might be measured** (views, engagement, signups, clarity for internal teams, reduced support tickets, etc.).

This part defines why the video exists beyond "because someone said we needed one."

3. Primary Message

This is the spine of the content. Discuss:

- **The one thing the audience must walk away knowing.**
- **The core idea or promise** the video should reinforce.
- **Emotional undertone** (relief, excitement, empowerment, trust, urgency).

If the viewer only remembers one sentence, it should come from this section.

4. Target Audience

Define:

- **Who the video is really for** (roles, industries, demographics, internal teams, customers).
- **Their current mindset** (curious, overwhelmed, skeptical, excited, uninformed).
- **Their main pain points** relevant to the message.
- **Why they would watch** and what they hope to gain.

This helps editors, writers, and designers shape decisions around tone, pacing, and visuals.

5. Key Features / Key Points to Highlight

List the essential elements the video must include:

- Important product or service features OR
- Major informational points OR
- Core story beats
- **Supporting benefits** that align with audience needs

This section is the checklist for ensuring accuracy and priority in the final edit.

6. Desired Tone & Style

Clarify:

- **Personality of the video** (friendly, authoritative, inspiring, futuristic, fun).
- **Pacing** (fast-cut, cinematic, slow and calming, bold and punchy).
- **Level of humor or seriousness** expected.
- **Brand feel** without depending on any one company.

Useful for editors so they don't accidentally make a hype reel when you wanted a quiet story.

7. Visual Direction

Discuss things like:

- **What types of visuals should be used** (UI screens, talking heads, interviews, b-roll, animation, motion graphics, product shots, lifestyle footage).
- **Aesthetic preferences** (clean, modern, warm, bold, minimal, high-tech, documentary-style).
- **Any must-have elements** (diverse representation, workplace scenes, close-ups, macro shots).
- **What to avoid** (cheesy stock, over-the-top sci-fi, cliché transitions, etc.).

This helps avoid the eternal “Why is everything neon?” conversation.

8. Script Outline

Provide a simple roadmap:

Opening — What problem, hook, or emotional moment should start the story?

Middle — What information should be explained, shown, or demonstrated?

Closing — What takeaway, transformation, or call to action should end the video?

This section does not need a full script. It just guides structure.