

Video

Briefing work into an agency

If you'd like a video creating for your business, whether it's a showreel, product demonstration, or testimonial, you will need to provide your agency with a brief.

This will help the production process run smoothly and ensure that everyone knows what you're trying to achieve with the video.

Here are some questions and information for you to be able to provide an effective brief.



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1. Give an overview of your business.
2. Describe the product(s) or service(s) you provide.
3. What are your video objectives?
4. What is the intended use for this video? Where will it be used?
5. What does your video need to include? Outline your requirements.
6. What's your main unique selling point (USP)? Why do your customers choose you over your competitors?
7. Who are your competitors?
8. Who is your target audience? Who are the decision makers you deal with?
9. How do your customers view your business (perception)?
10. How would you like to be perceived?

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11. Where do you think you are positioned in the market?

12. What are your brand guidelines?

13. Do you have a draft script?

14. Do you have a draft storyboard?

15. Has your company worked on a video project before? What was the outcome?

16. Have you seen other videos that you like? Any inspiration?

17. What's your project budget?

18. What's your project timeline?

19. What video deliverables are you looking for? Will you require additional edits for other platforms, such as social media?

20. Please provide any more information that you think would be relevant for the project.

**PURPOSE
MEDIA.**

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Engaging audiences.
Inspiring customers.
Delivering results.

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