Use this document to do a high level outline of the video you want to create. It will help you think about what type of video you want to create, who you are speaking to and what your overall goals are.

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| **CLIENT CONTACT INFORMATION** |
| **COMPANY NAME & ADDRESS** |
|  |
| **MAIN CONTACT PERSON** |
|  |
| **EMAIL ADDRESS** | **DIRECT PHONE NO.** |
|  |  |
| **PROJECT NAME/TITLE** | **LINK TO WEBSITE** |
|  |  |
| **BUDGET RANGE** | **PROPOSED PROJECT DEADLINE** |
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| **HOW DID YOU FIND OUT ABOUT US?Please fill in the box that applies.** |
|  | **GOOGLE/SEARCH ENGINE** |  | **SOCIAL MEDIA** |
|  | **ADVERTISEMENTS** |  | **BLOG** |
|  | **THROUGH A FRIEND** |  | **OTHER** |

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| **PROJECT BACKGROUND** |
| **CONTEXT** | Any information on the background of the project.  |
| **VIDEOS** | ***What is the purpose of this video?***(eg. Sales, Recruitment, Social, etc…)***What should happen once this video is released?***(eg. Increase sales, more awareness, better talent pool, etc…) |
| **RELEVANT EXAMPLES** | Links to reference videos with similar tone/style/look that you want to emulate. |

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| **TECHNICAL ELEMENTSPlease fill in the box that applies.** |
|  | **LENGTH OF THE VIDEO** |  | **NUMBER OF VIDEOS** |
|  | **INTERVIEWS**  |  | **B-ROLL** |
|  | **STUDIO PRODUCTION** |  | **ON-LOCATION PRODUCTION** |
|  | **CASTING** |  | **SCRIPTWRITING** |
|  | **EXISTING MEDIA & BRANDING INTEGRATION** |  | **DRONE AND/OR SPECIALIZED FILMING** |
|  | **TEXT ON SCREEN: TITLES/LOWER THIRDS** |  | **MOTION GRAPHICS** |
|  | **ANIMATION** |  | **STOCK FOOTAGE** |
|  | **VOICEOVER** |  | **LANGUAGE TRANSLATIONS/SUBTITLES/DUBBING** |

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| **APPROVALS** |
| **FINAL APPROVAL BY** | Please include the name, job title, and contact information of the person giving feedback and the final approval to the deliverables. |