Use this document to help you identify all your market and audience, key messages and how your video will be delivered. Your primary focus should be on who you are speaking to and what needs to be said.

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| **COMPANY NAME & ADDRESS** |
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| **VIDEO TITLE** |
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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…) |
| **FOCUS** | What do you want to showcase? |

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| **MARKET ASSESSMENT** |
| **AUDIENCE** | Who is the video for?  |
| **TONE** | How do you want your message to sound? (eg. light-hearted, urgent, relatable, etc…) |
| **COMPETITORS** | **Optional** - Only applicable to certain videos. |
| **AUDIENCE QUESTIONS** | **Optional** - Fill out as needed.* What do you want your audience to think about you or your product?
* How do you want them to feel?
* What are your audience's pain points? What problem are you solving with this video/your solution?
* Look at the existing marketplace, how are others telling similar stories using video?
* How can you add value to your audience above and beyond what is being done by others?
* Where does your audience live, what do they like, what do they do, how can you leverage that in your video?
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| **KEY MESSAGES** |
| **KEY MESSAGING** | * Insert your key message.
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| **VISUALS** | What are the accompanying visuals with your message?(eg. animated maps, site b-roll, photos, etc…) |

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| **DELIVERY** |
| **DELIVERABLES** | List the deliverables needed for this project, including but not limited to number and type of deliverables. Listing aspect ratio is recommended, but optional. |
| **PLATFORM** | Where are the deliverables going to be placed? (eg. website, social media, internal platforms, etc..)  |
| **FINAL APPROVAL BY** | Please include the name, job title, and contact information of the person giving feedback and the final approval to the deliverables. |
| **SIMILAR EXAMPLES** | Links to past projects by company, competitors, etc… |