

video briefing



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YOUR NAME

DEPARTMENT

PHONE NUMBER

EMAIL

PROJECT SYNOPSIS

AUDIENCE e.g. internal, whole firm, senior managers, prospects, sector-specific etc.

SMART OBJECTIVES e.g. raise awareness, generate a specific response, encourage event attendance, promote brand etc.

ESSENTIAL KEY MESSAGES AND PARTICIPANTS

i.e. what particular themes, ideas, comments, soundbites MUST be included in order for the video to be considered a success. Who will deliver these messages – interviewees, a voice over artist, actors etc?

AFFECTIVE RESPONSE How should the audience feel after watching? What action should they take? e.g. click, share, interact.

LOCATION(S)

KEY DATES e.g. filming dates, participant availability, event date etc.

MAXIMUM BUDGET

DISTRIBUTION e.g. YouTube, buto, internal, web, email campaign, trade show etc.

DEADLINE

COST CENTRE & NAV CODE