

WOOSHII

Creative Briefing Document

Client	
Video Type	<i>eg. Brand film</i>
Video Style	<i>eg. Live Action</i>
Deliverables	<i>eg. 1 x 90secs</i>
Budget	<i>eg. \$25,000</i>
Timings	<i>eg. November 2021</i>

BRAND IDENTITY

Describe your brand identity in 3-5 words.

CONTEXT + LEARNING

What are we communicating?

What does your business want to achieve with this video production?

Who is the target audience for this video and what matters to them?

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EXPRESSION

What do we want people to think and feel when they watch the video?

Is there a call to action for this video? Please specify

tone + voice

Please describe the tone and voice for communication for this piece:

THE MESSAGE

What are the three most important messages to communicate? (In priority order)

1)

2)

3)

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RESULTS

What does success look like for this campaign and how will it be measured?

DISTRIBUTION

Where will the content "live"?

COMPETITORS

Who are your competitors and why are you different?

INSPIRATION + REFERENCES

Links

Any media assets that you will provide for inclusion in the video? Please list.

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ANYTHING ELSE?
<i>Anything else we need to be aware about through ideation & development?</i>

THANK YOU!