

VIDEO BRAINSTORMING



PRIOR TO THE CLIENT'S VIDEO BEING PRODUCED

ASK THE FOLLOWING QUESTIONS. LET'S GET THE WHEELS TURNING + BRAINSTORMING GOING

1. Describe your business:

2. What is your goal for this video?
(Ex. branding, awareness about something, recruitment, etc.)

3. Who is your target audience/customer?

4. What message are you trying to convey to your audience?

5. What differentiates you from your competition?

6. What are the main points you would like this video to cover about your business?
(Ex. core competencies, mission statement, service lines, products, etc.)

7. What elements do you wish to include?
(Ex. voice overs, props, music, stock photos/prior footage, etc.)

IMPORTANT DETAILS NEEDED PRIOR TO SHOOT:

- Area/room for voice overs/interviews: _____
- On-screen cast and roles assigned: _____
- Script Q+A finalized with client: _____
- Shoot date and time: _____