VIDEO BRIEF

Fill this in before the first call. One page is enough. The more honest the budget and deadline, the better the quote.

YOUR NAME AND COMPANY	
EMAIL AND PHONE	
WHAT IS THE VIDEO FOR?	The one thing someone should do after watching: buy, book, follow, read, enquire.
WHO IS IT FOR?	Enthusiasts, first time buyers, trade, your readers, your subscribers.
WHERE WILL IT RUN?	YouTube, Instagram, TikTok, LinkedIn, website, showroom screen, paid ads.
WHAT DO YOU NEED?	Number of videos, lengths, and shapes (16:9, 9:16, 1:1).
THE CAR, BIKE OR SUBJECT	Model, colour, condition, and the dates it is available.
FOOTAGE YOU ALREADY HAVE	Yes or no. Where is it, and roughly how much?
TWO OR THREE VIDEOS YOU LIKE	Links. Say what you like about each one.
MUST HAVES	Logos, fonts, legal lines, embargo times, music rules, people who must appear.
WHO APPROVES THE EDIT?	One name.
DEADLINE	And any embargo date and time.
BUDGET RANGE	A range is fine. It helps more than anything else on this page.