

# **Creative Brief**

Please fill out the following form. We need this information to create the video you desire. Take your time and answer thoroughly as this will be the information your video is created from.

# First Name: Last Name:

# Business Name:

# What is the purpose of this video?

Your Goal?

What is your target audience?

# What will your customers gain?

Benefit(s)

# Script Angle?

Fill this out ONLY if you have ordered video script writing service from us.

# Illustration and Style

What style do you envision your character(s)?

What gender do you want your main character(s)?

What ages do you want your main character(s)?

Do you want to see any particular type of clothing?

Overall, what tone do you want for your video?

[ ] Funny

[ ] Playful

[ ] Happy

[ ] Serious

# Do you have any other video examples or references?

Are there examples of videos similar to what you want to create?

Video Link # 1

Comments about Video Link # 1

Video Link # 2

Comments about Video Link # 2

Any Additional Information