



TEMPLATE PROPOSED BY SKEEM.IO / PLATFORM FOR VIDEO PRODUCTION MANAGEMENT



# CORPORATE VIDEO BRIEF

**Company :**  
*Company name*

**Video :**  
*Video name*

# SUMMARY

**1 Contact details**

**2 The company and its communications context**

**3 The genesis of the project and the video's vocation**

**4**

**Targets and distribution channels**

**5**

**Film ID**

**6**

**Organization and production**

**7**

**Benchmarks**

**8**

**Available materials**

**9**

**Additional information**

# CONTACT DETAILS



**Company**

**Last name / First name**

Job / role

**Email**

Phone



# THE GENESIS OF THE PROJECT AND THE VIDEO'S VOCATION

## Business needs

Your text in a few sentences. Your text in a few sentences. Your text in a few sentences.

Your text in a few sentences. Your text in a few sentences. Your text in a few sentences. Your text in a few sentences.

## Video's primary vocation

Your text in a few sentences. Your text in a few sentences. Your text in a few sentences.

Your text in a few sentences. Your text in a few sentences. Your text in a few sentences.

## Secondary goals

Your text in a few sentences. Your text in a few sentences. Your text in a few sentences.

Your text in a few sentences. Your text in a few sentences. Your text in a few sentences.

# TARGETS AND DISTRIBUTION CHANNELS

## Target(s)

Your short text. Your short text. Your short text. Your short text.  
Your short text. Your short text. Your short text. Your short text.  
Your short text. Your short text. Your short text. Your short text.

## Distribution channels

Examples: Website, on-site projection, social networks, Youtube, mooc platform...



# FILM ID



## REQUIRED STYLE (TECHNIQUE)

Live action / motion design / 2D animation / 3D animation / mix / Virtual Reality...

## EXPECTED DURATION

XX minutes  
A single video?  
Several formats?

## STORYTELLING\*

Voice-over / text / voice-over and text / only through images

## POSSIBLE PURCHASE (STOCK)

Pictures, videos, illustrations, etc...

## SUBJECT

What happens in your video? Sum it up in a few lines.

What happens in your video? Sum it up in a few lines.

What's happening in your video? Sum it up in a few lines.

What's happening in your video? Sum it up in a few lines.

## SUBTITLES

Yes / No  
In which languages?

## MUSIC

Illustration (stock) or original music

## LANGUAGE(S)

English, Spanish, French, Chinese...

*\*How will your message be delivered?*

# ORGANIZATION AND PRODUCTION 1/2

## Writing: The role of the service provider

- None > I have a script finalized in-house
- Supervision > more professional formatting based on a pre-script produced in-house
- Full > documentation, copywriting, scripting required

## Shooting: estimate your needs

- Special preparation?
- Do you need to scout due to certain complexities?
- Casting needed (actor, voice-over)?
- Estimated number of shooting days (different locations, organizational constraints...)
- Equipment required (drone, prompter, number of cameras...)
- Shooting content: interviews, illustration shots, special shots (overlay, specific subjects...)
- Out-of-pocket expenses (transport / accommodation)



# ORGANIZATION AND PRODUCTION 2/2

## Editing and post-production

- Need animation / motion design?
- Graphic design (intro, outro, transition)?
- Special effects, use of video screenshots, website?

## Expected lead times

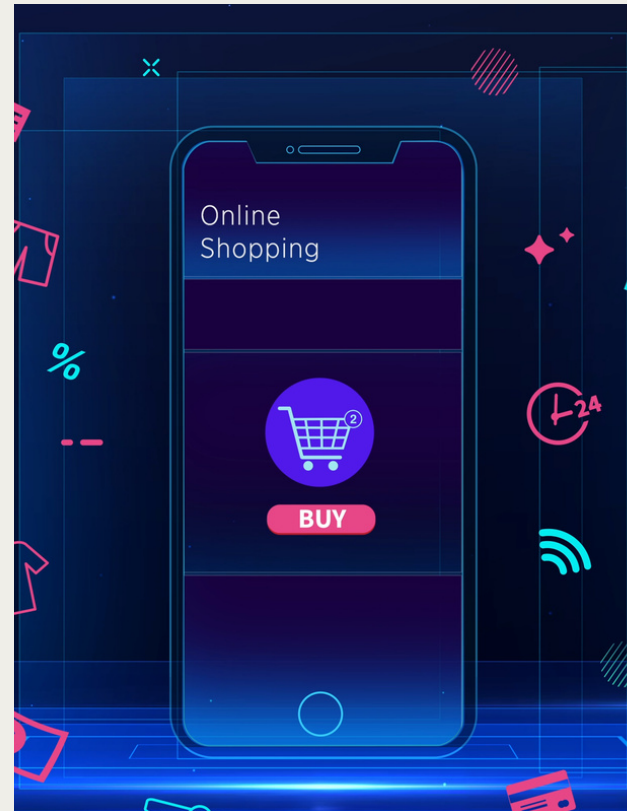
- Date of artistic proposal or estimate :
- Shooting date :
- Delivery date :

# BENCHMARKS

Do you have any reference videos to make your request better understood?



- A video that you have already made that can serve as a basis for discussion
- A link to a video you've spotted and saved, from a competitor or elsewhere
- Videos produced by the service providers or creative teams you're calling on



Benchmarks 1

benchamrk url to view

Benchmarks 2

benchamrk url to view

Benchmarks 3

benchamrk url to view

Benchmarks 4

benchamrk url to view

# AVAILABLE MATERIALS



## **Brand book**

Your graphic charter / brand book and all its visual components



## **Past shoots**

In-house videos (archives, old footage)



## **Stock videos**

Previously purchased or available in other company departments



## **Images**

Internal bank photos and images



## **Illustrations**

Illustrations, infographics, pictograms, useful logos



## **Audio**

Sound identities and music

# ADDITIONAL INFORMATION

- Administrative information for a quote :
- Other :



# THANK YOU



Template proposed by [Skeem.io](https://skeem.io) / Platform for video production management