

# Creative Brief

<b>Your Skype ID &amp; phone number for Contact purpose:</b>	
<b>Product/Website you want to cover in this video:</b>  <i>URL's</i>	
<b>Duration of the video needed?</b>	
<b>Voiceover Accent Preference?</b>	
<b>What's the quick elevator pitch?</b>  <i>Sum up your company, product, or service in 1-2 sentences</i>	
<b>Why do you exist?</b>  <i>What's the purpose and mission of your company, product, or service?</i>	
<b>What are the existing solutions, and what sets you apart from the competition?</b>  <i>What makes you different? Why should people choose your product or service over anything else?</i>	
<b>What are three (or fewer) key benefits you'd like to highlight?</b>  <i>While features are important, people buy benefits. If you include features, also to list the benefits.</i>	
<b>Basic Idea for Video Script</b>	

<i>If any</i>	
<b>Mention the purpose of video.</b> <i>Is it used for marketing, cultivating, tutorial, etc</i>	
<b>Target audience of this video?</b> <i>Country, Age, Gender, Group (community)</i>	
<b>Do you want something light-hearted and funny, or something more serious?</b>	
<b>What is your sales pitch? or Call to action at the end of video?</b> <i>Eg: Ask them to sign up or call us or Buy Online, etc.</i>	
<b>Are there any reference videos or styles that you would like to emulate in this production?</b> <i>Please provide links.</i>	