



PROJECT PLANNING

THE BIG PICTURE: PROJECT DETAILS

PROJECT NICKNAME

WHERE WILL THIS CONTENT BELONG?

le. On the homepage; Instagram ads; online Vlog; Social Media platforms.

WHO IS THE TARGET AUDIENCE?

le. Small business owners; sport players; potential staff.

TIMELINE

Significant Dates or Deadlines

PROJECT AIMS

Why is this content being created? What's the best measure of success?

HOW DOES THAT MAKE YOU FEEL: STYLE GUIDE

OVERALL LOOK N' FEEL

Particular tone or visual style to aim for, or how the audience would feel, ideally.

SOURCES OF INSPIRATION

YouTube Clip, TV show, song, etc. and URLs that can indicate style(s).

OTHER BRAND NOTES

VIDEO PLANNER

(per video)

WORKING TITLE

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VIDEO AIMS

Why is this video being created?

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ROUGH LENGTH

30 SECS OR LESS	45 - 60 SECS	60 - 90 SECS
2 MINS	3 MINS OR MORE	OTHER:

VIDEO ELEMENTS

Key Messages	Key Visuals

ADDITIONAL NOTES

Extra info, ie. Location details, spelling of speakers' names and titles.

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