

**PROJECT TITLE:****CLIENT:****CONTACTS:****PRODUCTION TIMELINE:****DETAILS & STYLE:**

<b>Target Audience</b> ie. Small business owners; sport players; potential staff.	
<b>Overall Look n' Feel</b> What is the particular tone or visual style you'd like us to aim for? Feel free to send us links to your inspiration!	

**DELIVERABLES:**

<b>Video 01 – Working Title</b>	
<b>Rough Length</b>	
<b>Video Aims</b> Why is this video being created? What action do you want the viewer to take at the end of the video?	
<b>Placement</b> Where will this video live? Ie. Company website, Instagram, Facebook ect.	
<b>Who's Appearing in this Video?</b> Speakers' names and titles	
<b>Details for the End Frame</b> Would you like us to add a URL or a CTA (call to action) at the end of the video?	

