

## Opening Scene



### Client/Company Name:\*

Who is requesting the video project?

### Video Production Coordinator\*

Who will be the point person at your office for the project?

Coordinator Phone:\* E-mail:\*

## The Big Picture



### Video Objective

Describe why you're producing the video in the first place. Is it part of a larger campaign or promotion? What outcome are you hoping to achieve? Be specific.

## Target Audience

Describe the buyer persona you hope to reach with the video. Buyer personas include the usual demographic information but are more focused on their motivations and goals.

## Voice & Tone

Light-hearted, professional, or something else? If you're not sure, are there any examples of other videos you'd like to use for inspiration? If you have one, leave any description of voice and tone below along with any links that might help further explain your vision.

## Key Message(s)

What's in it for your buyer? The goal should be to define one key message per audience. If you've more than one key message, it might be a sign that you need to produce more than one video.

## Main Video Distribution Channel

Videos should platform-specific, whenever possible. Also, some channels have certain restrictions that need to be accounted for before production.

☐

TV

☐

Your Website

☐

YouTube

☐

Social Sharing

☐

Other

## Details



Do You Need Mingl to Shoot Your Video?

Does Your Video Require a Script?

What location(s) do you have in mind for the main portions of the video shoot? List at least 1.

Location #1

Location #2

Location #3

Who's ready for their closeup? It's not required to have a human subject in your video, but it's very much recommended; whether it be an interview, on-screen narrator or more. You should probably have at least one. If you have more than 3, add the additional info to field 3.

On Camera Subject #1

On Camera Subject #2

On Camera Subject #3

### Interview Subject

Does your video require someone be interviewed; customer or otherwise?

### Production Start Date

Only if you have a particular day in mind to shoot or begin shooting.

### Desired Video Delivery Date

Is there a specific date you need a final video delivered by?

### Run Time

Do you have a particular length in mind or do any time restrictions need to be adhered to for the final video?

