



Video Brief Template

The best video content starts with the best plan.

Work your way through the following pages and answer each question as fully as you are able. Make sure to share this document with everyone who will be working on your project.

If you are considering outsourcing all or a part of this project, then Splento would love the opportunity to have a conversation with you.

Email a copy of your completed brief to us at:

splento@splento.com

Splento
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Section 1

**YOUR
DETAILS**



SECTION 1

YOUR DETAILS

Project Title

Company Name

Contact Name

Contact Email & Phone

Date

Describe your business/brand and company mission

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Section 2

**PROJECT
DETAILS**



SECTION 2

PROJECT DETAILS

What is the objective of this project? What are you trying to achieve?

What are the deliverables for this project?

What is the desired release date for the project?



Where is the project likely to be used/shared?

Tell us what matters to your target audience

Who is your target audience?

What actions do you want them to take?

What measurable outcomes do you need to call the project a success?



What must be featured in the video?

A large, empty rectangular box with a light gray background, intended for a video or image.

What is the key message you'd like to convey?

A large, empty rectangular box with a light gray background, intended for text or a key message.

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Section 3

**PROJECT
STYLE**

Do you have guidelines for this project?

Do you have a brand book to share with us? (Fonts, colours, graphics)

Give 5 keywords to describe the mood of the video

What do you want your audience to think and feel?



Do your current visuals match and correctly represent your brand?

What about your current visuals does/doesn't work for you?

What would you like to avoid?

Any links to support your vision? eg. Brands whose visual identity inspires you.

What do you like best about them?



Choose which words feel right for your brand (tick one option from each pair):

Masculine	<input type="radio"/>	<input type="radio"/>	Feminine
Simple	<input type="radio"/>	<input type="radio"/>	Intricate
Grey	<input type="radio"/>	<input type="radio"/>	Colourful
Conservative	<input type="radio"/>	<input type="radio"/>	Extravagant
Approachable	<input type="radio"/>	<input type="radio"/>	Authoritative
Necessity	<input type="radio"/>	<input type="radio"/>	Luxury
Fun	<input type="radio"/>	<input type="radio"/>	Serious
Professional	<input type="radio"/>	<input type="radio"/>	Casual
Modern	<input type="radio"/>	<input type="radio"/>	Classic
Sporty	<input type="radio"/>	<input type="radio"/>	Elegant
Extreme	<input type="radio"/>	<input type="radio"/>	Safe
Urban	<input type="radio"/>	<input type="radio"/>	Rural
Natural	<input type="radio"/>	<input type="radio"/>	Man-made
Energetic	<input type="radio"/>	<input type="radio"/>	Subtle

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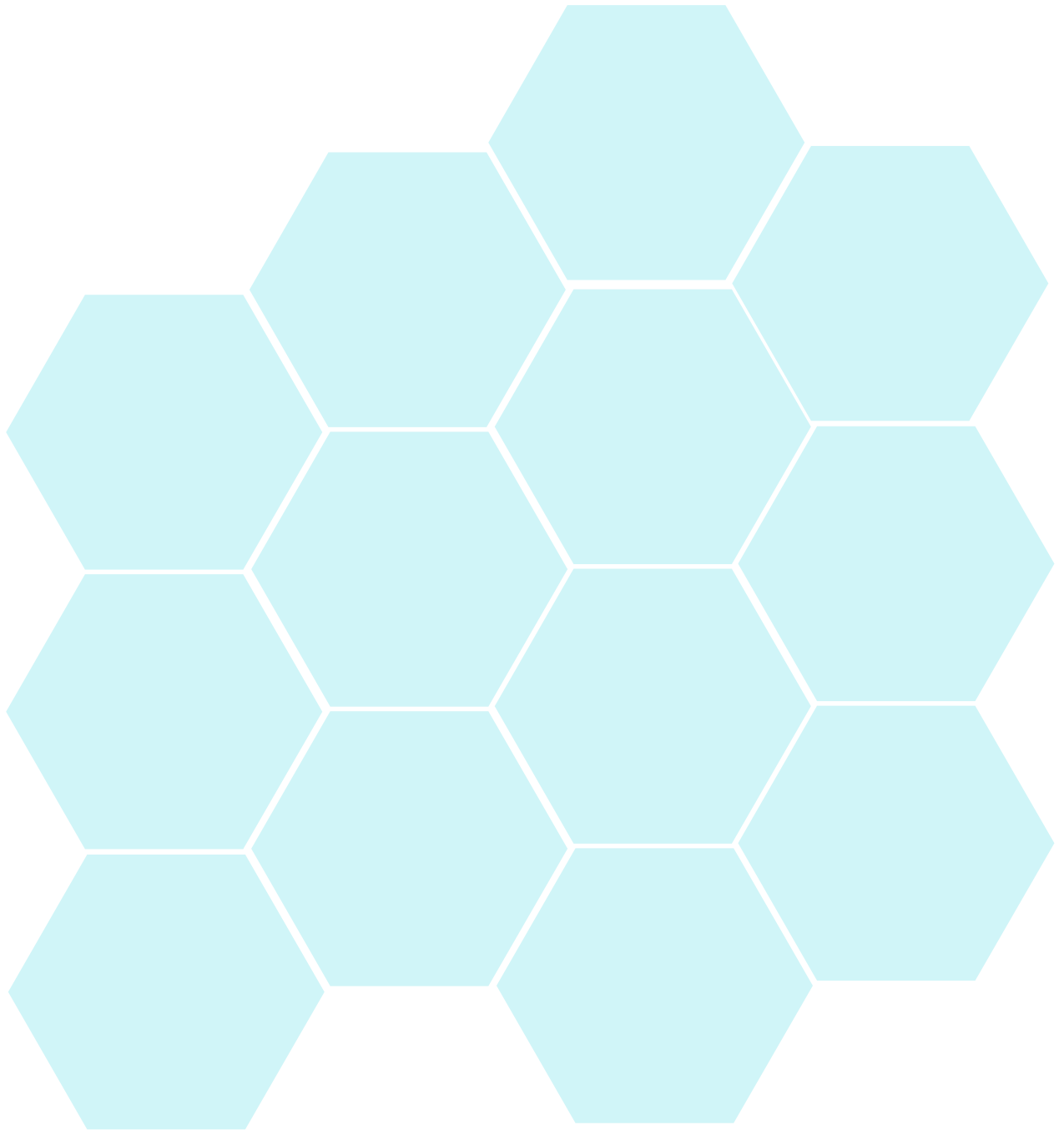
Section 4

**ADDITIONAL
WORKSPACE**



SECTION 4

MINDMAP/FREE THOUGHT/NOTES



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