

**Please fill out as many of these questions as possible.**

**Questions marked ‘ \*\*\* ‘ are required.**

**Please ensure you return this document to us in a word format.**

- The purpose of these questions is to guide our production process towards your goals for this video. The more information you provide us with the better able we are to create something amazing for you.
  - Please stick to the core message of your video (We have 75 words to work with per 30 seconds)
  - Please include all other points you find important at the bottom of this document for ease of information dissemination. If something is not on this document, it may be missed, and that is never good.
  - **For Premium Custom Videos**, you will receive each component of the video to review and provide feedback at every stage but it is also helpful to provide any direction you can at this stage in terms of the graphics, voice-over etc.
  - **For Whiteboard and Explainer videos**, you will need to provide all instructions in this document to provide us with as much direction as possible so that we may deliver a finished project that is on brand and on message. The most important instructions are regarding the style of graphics you like and dislike. As well as the style of voice-over delivery.
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## COMPANY BACKGROUND

1. What is the name of your product or service?
2. What are your website URL and contact information? (We place this at the closing scene of the video with your CALL TO ACTION.) \*\*\*
3. Where are you based? Is your product only available in this area?
4. Where is your video going to be used? (Website, Social Media Page, Newsletter, etc.)
5. Tell us about your product/service. Pretend you are explaining it to a child. \*\*\*

6. Who is your target audience? Describe your ideal customer.
7. What is your customer's burning problem? The problem that your product/service solves.
8. How does your product/service solve this problem? \*\*\*
9. What are the benefits to using your product/service?
10. Do you have any statistics, awards, or examples of your product/service solving this problem? \*\*\*
11. What is the most important message you want to communicate about your company, product/service? \*\*\*
12. Who are your competitors and what differentiates you from them?

## SCRIPTING

(Please note: a script draft takes 3 to 5 working days to complete. This does not count revisions)

1. How long is your purchased length? Please be guided accordingly: \*\*\*

*30 seconds = 75 words    90 seconds = 225 words*  
*60 seconds = 150 words    120 seconds = 300 words*

2. Would you like a character-based/story-based script, or sales focused? \*\*\*
3. What tone/mood would you like the script to be written in? (Strictly professional, very casual, funny, etc.) \*\*\*
4. What would you like your CALL TO ACTION to be? (Call, Visit Website, Fill a Contact Form, Sign Up, etc.)
5. Will you need your script to be translated into additional languages? If so note these below. (Please note: translations cost an additional USD \$300 per 75 words) \*\*\*

## VOICEOVER

1. How would you like your voiceover to sound? What delivery style would you like? (e.g., professional, excited, conversational, elegant, authoritative, energetic, upbeat, friendly, calm, kind, helpful, light-hearted, scary, dark, sad etc.) \*\*\*
2. Do you have any examples or references to tone?
3. Do you prefer a male or female artist? \*\*\*
4. Would you like your final voiceover to be in a different language?
5. What English Accent would you like (US, UK, AUS, NZ etc.)

## STORYBOARD

1. Do you have any ideas for the storyboard? If so, let us know and please be as descriptive as possible.

2. Please provide us with an example of an explainer/whiteboard video style that you like. (Character based, motion graphics etc.) **This will serve as our guide and inspiration in creating the graphics for your video and can help save time in the production process. If by any chance, you don't know where to start, you can look at our portfolio and let us know if you like/dislike anything from there:** \*\*\*

## FINAL VIDEO

1. The introductory scene will contain your company name, logo and tagline. Please provide us with an intro phrase or tagline if you have one. \*\*\*
2. Please provide us with your logo in an EPS, PDF, MOV (for animated logos) or the original AI format. (Could be sent through in an email) \*\*\*
3. Would you like your logo to be shown in the bottom right corner throughout the video or only on the beginning and end slide? \*\*\*
4. If you would like your company colours to be used as the main color scheme for the video, please send over all relevant hex codes and/or style guides. \*\*\*
5. Do you have a hard deadline for this project? (Please note: We require a minimum of 4 weeks production time for explainer/whiteboard projects and an average of 12 weeks for premium custom projects. For extremely close deadlines, we do charge a rush fee which is listed below in 'EXTRAS'.) \*\*\*
6. Is more than one person required to approve each stage of production? \*\*\*

### 7. Extras: Let Us Know If You Require Any Of The Following

We also find a lot of clients have extra requirements for their video. The following is a list of the most popular extras, so let us know if you require any of the following and we will provide you with a custom quote:

- **Extra English Script:** We can produce two scripts for you at different lengths, so you can decide which length is best for the messaging to be as concise as possible.

- **Extra English Voiceover:** We can produce two voice-overs for you so you can decide which artist best communicates your message. This also covers:
  - a) Switching to a different artist after having already recorded with one.
  - b) Using two artists for one script.
- **International Language Script:** We provide translation services in many languages.
- **International Language Voiceover:** We can produce different language versions of your voice-over for multiple markets.
- **Personalized Message:** Some clients need to customise their message to address multiple individuals or organisations. We can provide a personalised audio and visual message targeted at multiple individuals which is attached to the beginning or end of each video version.
- **Custom Thumbnail:** If you want a custom thumbnail to use as the pause screen on your video that drives people to press play, we can do so.
- **Subtitles:** By far the most popular extra, studies have shown audiences prefer to view videos on silent, especially in public. We can add subtitles to your video.
- **Custom Illustrations of a Character, Logo, or Novel Product:** If you need a new logo or illustrations of a novel product we can design it for you and deliver in a high quality .AI format.
- **Packaged editable visual assets from the video (30% of the total project cost):** These are the **source files** of your video for use on your website, editing your video or other marketing materials.
- **Rush Order:** If you have a deadline under 4 weeks, we can produce your video within that time frame. Let us know what your deadline is and we will let you know if a rush order is possible.

- **Skip-The-Queue:** Some clients don't have a deadline but want their video at the front of the queue, we can do so.
- **Animated Logo:** 5 second animated video of your logo for cohesive branding on all videos.
- **A-B Split Test Video CTA:** Two versions of your video with different Call-To-Actions (Best if you want to test your CTAs conversion rate).
- **Post Production Edits:** For simple edit requests post production we charge the same as we would for an extra revision at cost for your convenience.

**ALL OTHER PROJECT INFORMATION  
GOES HERE:**