**ANIMATED VIDEO BRIEF**

1. **Condense & brief about your business.** *(Tell us who you are, what you do and what makes you different?)*

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1. **What are the main features of your company/product that you want to highlight through this video?** *(Any Unique Selling Point (USP) you want to highlight?)*

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1. **What is your company URL?**

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1. **URL addresses for Reference Videos:**

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1. **What will be duration of your video? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
2. **Do you have the script written?** *(If not, please answer Question 7- 11 very carefully)*

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1. **Do you have a specific scenario in mind?**

* A straightforward, professional description of who we are and what our business does.
* An informal, conversational and casual presentation, as if you’re talking to a friend.
* A story telling presentation, as if telling your story from one person’s point of view. For example, “Meet Matt. He needs help finding his next apartment…”
* A funny or quirky presentation.
* Something different from these ideas? If so please explain : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. **Describe the Focal Point of the Video.** *(What two or three ideas most definitely must be included?)*

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1. **Do you have a slogan that you want emphasized in the video?**

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1. **Who is your target audience?** *(Who are you selling to?)*

* Business to Business
* Business to Customer
* General
* Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **What do you expect the audience to do after watching the video? (Call to action)**

* Visit your website (URL required) : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Pick up the phone to call ( give us the phone number) : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Go to a landing page (URL required) : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Fill out a form (URL required, if any) : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Forward the video to friends
* Purchase a product
* Download/ Install through a link (URL required) : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Which Production Techniques would you like us to use for your video?**

* 2D Animation (Character, Illustration)
* Motion Graphics (Info-graphics, typography)
* Visual Effects
* Presentation
* RSA / Whiteboard Style

1. **Resolution of your video:**

* 1920 x 1080 16:9 (wide screen)
* 720p (1280x720) 16:9 (wide screen) YouTube's recommendation for HD videos online
* (960 x 540) 16:9 (Mini HD or Semi HD)
* 720 x 576 4:3 (standard) PAL

1. **Additional comments & thoughts** *(Let us know anything we haven’t asked and needs to be mentioned):*

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