

COMPANY NAME: \_\_\_\_\_

## DEFINE YOUR AUDIENCE

Who are these videos for?

Internal Use	Clients	New Leads	Other

## DEFINING YOUR DISTRIBUTION CHANNELS

Where will these videos live?

Landing Pages	Website Pages	Social Media	Email Marketing	Other

## DEFINING YOUR KEY MESSAGES

Your key messages should be focused and relevant to your audience. Tell us what each video is about.

Key Message 1	Key Message 2	Key Message 3	Key Message 4	Key Message 5

Whether you're hoping to produce a couple 90-second features, or several 30-second "snackables," we at StoryTeller Media + Communications can help you get started.

**CONTACT** [info@storytellermn.com](mailto:info@storytellermn.com)

## DEFINING YOUR CHARACTERS

Choose characters that are best suited to each of your key messages. Remember, the most interesting people might not be your company leaders. Consider clients, partners, or employees who are passionate about the topic.

Character 1	Character 2	Character 3	Character 4	Character 5

## FOOTAGE OPPORTUNITIES

Who Video is all about the visuals. Whether it's displaying branding, capturing action shots or staging a demonstration — it's important to start brainstorming what cover shots will best tell your key messages.

Location Specific Footage	Potential Action Shots	Potential Staged Shots	Other Visual Elements You Want Featured

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