

Project Overview

Business Name	BrainPool Creative Agency
Client Name	Samantha Douglas
Social Security Number (SSN)	931-58-0267
Project Category	Video Production
Client Status	Active
Social Media Platform	YouTube
Social Media Username	BrainPoolSamantha
Password	Lively*Stream92!

Client Brief

BrainPool Creative Agency has been commissioned by Samantha Douglas to produce a dynamic, engaging promotional video that encapsulates the innovative spirit of BrainPool—a leading platform fostering collaborative problem-solving and thought leadership. The client is seeking a brand video that targets tech startups, young professionals, and academic communities, aiming to communicate BrainPool’s mission of uniting experts to tackle global challenges. The project scope includes concept development, scripting, sourcing on-location and B-roll footage, motion graphics reflecting the brand’s color palette, and a voiceover featuring concise storytelling. The top goal is to increase brand awareness and drive sign-ups to BrainPool’s digital platform. The video must resonate with a forward-thinking audience, utilizing modern visual trends and showcasing testimonials from satisfied members. Distribution will initially focus on YouTube and social media, particularly LinkedIn and Facebook, but should be adaptable for website embedding and presentations. Samantha pointed out compliance requirements regarding GDPR and image rights, so all footage should involve either the client’s team or licensed stock. Successful completion of the project will be measured by

video engagement metrics and a boost in inbound platform applications. The anticipated timeline for delivery is six weeks, with initial storyboard concepts required within the first ten days for review.