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| **Name of the company:** |
| **Your company tagline or motto?** |
| **Company background & values?**  How did you get started? What is your company philosophy? |
| **A contact person for the project?** |
| **What's the big picture?**  What's going on in the market? Who are the biggest competitors? |
| **What is your product or service?**  What does it do? What do you provide to customers? |
| **Type of Video**  E.g. Explainer, TV commercial, promotional film, corporate video? |
| **How do you want to make this video?**  Filming? Stock footage? 3D or 2D animation? Whiteboard? Motion Graphics? Presenter? |
| **Duration?** |
| **Tone?**  Serious/light/entertaining? |
| **Objective: what is the goal of the ad or campaign?**  Write a concise statement of the effect the ad should have on consumers. Typically expressed as an action. And frequently focused on what the ad should make the audience think, feel, or do.  *Example*: The primary objective is to persuade the audience to buy and use O Earth laundry detergent, as well as to create and characterize this new brand. |
| **Target audience: who are we talking to?**  Who are they? How old are they? Where are they? What is their gender? What is their income and lifestyle? What else do we need to know about them?  *Example*: We are looking primarily at urban women, 18 - 34, with household incomes over 50K per year. But the most important fact about this audience is that it is evolving, with race and ethnicity reflecting the increasing diversity of the US population. The magic word is "multicultural." |
| **What’s the benefit?**  What is the single most important benefit that will appeal to your target audience? Why is this important to your customer? Are there secondary benefits? |
| **What's the most important thing to say?**  If you could get one sentence across to the audience, what would that be? Keep it simple. Avoid generalities.  *Example:* O Earth liquid laundry detergent uses a new, plant based chemistry that aggressively targets and removes dirt, stains and grease - with zero harm to the environment. |
| **Key points and facts to include?**  Features? History? Company info? |
| **Reasons why: what are the most compelling reasons to believe, to try, to buy?**  List the rational and emotional reasons for consumers to believe what you say, to try the product, to buy the service. Include any major selling points listed in order of relative importance to the consumer.  *Example*:  1) Dirt killer. New, scientifically advanced formula, aggressively targets and removes wide variety of dirt, stains and grease.  2) Earth lover. New plant based chemistry breaks down completely and naturally in the environment leaving no harmful chemicals. |
| **Customer pain points: What keeps your clients awake at 2am?**  What influences their decision to buy? |
| **Barriers to purchase:** What makes it difficult to decide/buy? |
| **Your Point of Difference:** How are you different? What makes you so special? Why should someone choose this over another product or service? |
| **Clubs, industry memberships & awards:** Ways in which you validate your expertise? |
| **Brand personality:** Describe the personality of your business in five words or fewer. |
| **Existing marketing material:** What are you doing currently? I can ensure your new copy complements your current marketing. |
| **Must Haves:** Is there anything you specifically want in the video? |
| **Must Not Haves:** Is there anything you really don’t want mentioned? |
| **Deadlines:** When do you need the final draft done by? |
| **What is the call to action?**  *Example*:  Do you want the viewer to call a number, visit a website or a store? What is the web address, phone number or store address? |