

IMPORTANT DETAILS

PROJECT NAME:

DEADLINE:

PROJECT OVERVIEW:

PRIMARY CONTACT:

- NAME:
- PHONE:
- EMAIL:



PROJECT OBJECTIVE

GOALS:

KEY MESSAGES:

AUDIENCE:

DESIRED STYLE:

BRANDING:

DESIRED TONE:

PROJECT OVERVIEW

CURRENT ASSETS:

VIDEO EXAMPLES:

HOW WILL VIDEO BE DELIVERED:

BUDGET:

TARGETED VIDEO LENGTH:

ANY CRITICAL FOOTAGE TO CAPTURE DURING PROCESS? IF SO, WHEN?

CONTENT SOURCES:

NOTES: