
Explainer Video Questionnaire

CONTACT INFORMATION

First Name: *

Last Name: *

Organization / Company:

Email Address: *

Phone Number:

Website:

DESIGN DETAILS

1. Please describe your target customer in demographic terms (age, race, gender, occupation, profession, income, marital status, education, location, interests, etc.) and in terms of what motivates them, what are their main points or the barriers they might face that could lead them to need your service or product.

2. How can your brand make their lives better? How do you address the main points and barriers you previously mentioned, considering the other companies or options available to them?

3. What sets you apart from your competitors?

4. What is the main point you want viewers to remember two weeks from now, long after they've visited your site?

5. What two or three ideas most definitely must be included?

6. Do you have a slogan that you want to emphasize in the script? If so, please tell us here.

7. What is the purpose of the video?

8. What do you want the video to achieve?

- Inform the Public
- Train / Educate Staff or Volunteers
- Increase Brand Awareness
- Launch a New Product or Service
- Lead-Generation / Attract New Customers

9. What do you want/expect the audience to do after watching the video? (call-to-action)

- Fill out a form
- Subscribe to a newsletter
- Pick up the phone to call
- Go to a landing (web) page
- Add video to social networking sites
- Purchase a product (click-to-buy button)
- Perform a task (i.e.: donate, attend or participate, visit your business, take a position,

10. Where do you plan to host the video? (Select all that apply)

- Website
- Social Networking sites (YouTube, Vimeo, Facebook, etc)
- PowerPoint presentations
- Tradeshow
- Email link

11. Will the video be:

- Part of a larger presentation
- Stand alone
- Part of a video series

12. Will there be any accompanying literature, brochures, or white papers posted with the video?

- Yes (please enumerate)

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- No

13. Provide a description of content and any key messages which you want the video to get across

14. Without using any words, what 10 images would describe your video's story?

15. How long do you want the video to be?

- 30 seconds (commercial)
- 60 seconds (commercial)
- 120 seconds
- 180 seconds
- 240 seconds
- 300 seconds
- Others (please specify): _____

16. What style and format do you want the video to have?

- Documentary-Informative program with a voiceover narration accompanying the visuals
- Lecture-Visuals, usually with narration or presenter
- TV Magazine-Presenter provides information in different sections, in a lively and informal style
- News-Presenter provides information on different topics in a formal style
- Drama or Role-Play Reconstruction-A story (fact or fiction) produced using actors to play the characters. Reconstruction may also have a supporting narration.
- Product trailer/elevator pitch-Short 1-2 minute video
- Motion Graphics-Narration voiceover with animations, images, and text Animation / Cartoon
- Customer Testimonial
- Corporate Officer / Executive presentation
- Virtual Tour
- A straightforward, professional description of who you are and what your business does.
- An informal, conversational and casual presentation, as if you're talking to a friend.
- A presentation that tells a story from one person's point of view. For example, "Meet Matt. He needs help finding his next apartment..."
- A funny or quirky presentation.
- Other, Please Specify

17. Describe the overall “tone” of the video:

- High energy
- Medium energy
- Low energy
- Persuasive
- Informative

18. What production elements are required?

- On-screen presenter
- Voiceover narration
- Corporate officer (CEO, VP, Director)
- Talent (for role plays, reconstructions, professional presenters, etc.)
- Customers for testimonials
- Graphics (charts, diagrams, bullet-points, etc.)
- Video footage
- Key photos / 2D and 3D images
- Animation

19. Technical specifications that you want for the video:

Format: _____

Size: _____

Resolution: _____

Any Coding? _____

20. How many locations will we need to cover in shooting footage and/or photos? List /

Explain:

21. Is there a sample video online similar to what you want to create?

Yes (please paste the link here)

No

22. What is the development timeline?

When can the planning and scripting process start?

What is the deadline date for the finished video product?

23. What is your budget range?

24. Any additional notes, comments, instructions, recommendations, or anything else worth mentioning that we have not asked?
