



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?(please attach image)

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 voice-over 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. A 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 different locations will we need to cover in shooting footage and/or photos?

List / Explain:

21. Is there a sample video online that is 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?
