Guide

TO WRITING
A BRIEF
FOR VIDEO

iVideo Production

A Guide to Commissioning a Corporate Video

A Brief is merely an outline of what you want in terms of a video in which you address the main points that need to be considered. Although you may consider you haven't got time to write a Brief, just working through the process can save you time and money later. It makes communicating your requirements to us so much easier. Simply attempt to write down your requirements as discussed below and any other information about your company or other requirements that you would like a production company to be aware of.

At this stage it is not necessary to have all the answers to what you want in your video - you may well change you mind as you find out more about producing a corporate video. You are merely producing some guidelines.
When you first contact us to discuss your video requirements we will, like most production companies, offer you advice. We have found that those clients willing to draw upon our advice and expertise tend to walk away happier and with a better final video. Producing a video is an 'art' and is not merely based on technicalities and calculations.

Here are some of the main points to address when writing a Brief:

What is the purpose of your corporate video?
The exact purpose of your video will influence the choice of the content, the length and overall style of the programme. Therefore it is essential to decide what you actually require before commissioning us.

What is your message?
You need to have a clear idea of your message as the whole production will be built on this message.

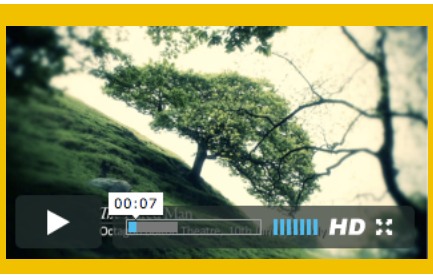
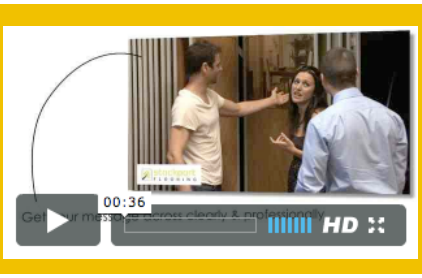
What is your target audience?
Your target audience may be 'captive' as in a training video or you may have to entice them, as in the case of an exhibition stand.

What do you want the duration of your corporate video to be?
This will be closely related to the purpose of your video and the target audience. However, it is advisable to avoid producing a long corporate video unless perhaps it is a training video.

Some other questions to consider:

Do you require a voice-over or presenter?

Do you require actors?

Do you have any specific music requirements?

How many locations are to be involved?