

Creative Brief

1 What's the quick elevator pitch?

Sum up your company, product, or service in 1-2 sentences.

2 Why do you exist?

What's the purpose and mission of your company, product, or service?

3 What problem are you solving for customers?

What's the purpose and mission of your company, product, or service?

4 What are the existing solutions, and what sets you apart from the competition?

What makes you different? Why should people choose your product or service over anything else?

5 What are some of the most common objections you hear?

When someone pushes back or decides not to buy, what reasons do they give?

6 What is your main objective for the video(s)?

In other words, what is the single most important thing you want this video to accomplish?

7 Who is the target audience for the video?

Describe the persona(s) and demographics of your potential viewers.

8 What are three (or fewer) key benefits you'd like to highlight?

While features are important, people buy benefits. If you include features, also to list the benefits.

9 What's the call to action?

What do you want viewers to do after watching the video?