

Name

E-Mail

Company

Website

Phone

Please answer the following questions.

1. Please give us your “elevator speech” on the company, it’s unique advantages and core competencies.

2. What are some certifications, awards associations or sponsorships you have earned/awarded?

3. Who is the intended audience for the commercial?

4. Is there a specific geographic area you’d like this commercial to be shown in?

5. What are your communication goals for the commercial?

6. Please list 5 points that you want the audience to know.

7. What is the call to action, what do you want viewers to do after viewing the commercial?

8. What is a special offer or hook that you can offer to new customers? (Savings Discount, Special Offer, etc.)

9. Will this commercial be part of a series? If so, should there be a common/reoccurring template/theme?

10. Do you have a contact at Comcast? Do you have spots chosen? If not, would you like our help putting together a campaign for you?

11. Do you have any existing branding/design elements you would like to incorporate into the commercial?

12. What is the length of the final commercial (30 or 60 seconds)?

13. Will you be providing a script, storyboard or shot list? Or will you need assistance with these documents?

14. Please outline any specific shots or ideas you'd like to feature in the commercial.

15. Do you want any on-camera interviews of key personnel or customers?

16. Do you want an on-screen spokesperson?

17. Are there any special effects needed in post-production?

18. Will your commercial have a voice-over? If so, will this be someone from your company or would you like us to quote professional voice-over talent?

19. Will your commercial have a music bed?

20. Are there any graphics needed for the commercial (i.e. graphic overlays, charts, tables, etc.)

21. What is the ideal time frame for the commercial to be completed?

22. Please provide examples/links to any videos that you like the style, shots or messaging.

23. Do you have a budget range that you would like to stay within for this project?

Additional comments not mentioned above...

Thank you for filling out this form as completely as possible!