

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

3. Who is the intended audience(s) for the video?

4. What are your communication/marketing goals for the video?

5. What is the call to action, what do you want viewers to do after watching the video?

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

7. Where will the video appear (where will it be hosted)? i.e. YouTube Channel, TV Commercial, Website, Trade Shows, Meetings, etc.

8. Do you have any existing branding/design elements that you would like to incorporate into the video?

9. What is the ideal length of the final video?

10. Will you be providing a script, story board or shot list? Or will you need assistance with these documents?

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

12. Please outline any specific shots or areas of your business you want to feature. (include any extra details)

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

14. Would you like any aerial drone shots? (i.e. facility, campus, building, indoor shots of facility, etc.)

15. Do you want any other special camera shots? (like GoPro POV shots or Time-lapse shots?)

16. Are there any special effects needed in post production?

17. Will your video 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. Are there any graphics needed for the video? (i.e. charts, tables, info graphics, text overlays, etc.)

20. Would you like any 3D animated graphics to help explain complex ideas/features/processes? Explain.

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

21. Location of the Video Shoot?

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

24. 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!