

Video Production Request Form

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CLIENT

REQUESTOR NAME / DEPARTMENT

BRAND

PRODUCT

Client contact name, Phone number, Email address, Mailing address.

Your company contact name, Phone number, Email address, Mailing address.

PROJECT

PROJECT NAME/TITLE

DESCRIPTION

PURPOSE

OPPORTUNITY

CORE MESSAGE AND CALL TO ACTION?

OBJECTIVE

TYPE OF VIDEO

SCRIPT / STORYBOARD

SUBJECT

PROJECTED TIMELINE / IMPORTANT DATES / DEADLINES

BUDGET

AMOUNT

ADDITIONAL FINANCIAL PROJECTIONS / NOTES

TARGET AUDIENCE

PROJECT TARGET

BRAND TARGET

DESIRED REACTION

ATTITUDE

PROJECT TONE

BRAND

COMPETITIVE ANALYSIS

REFERENCES

DEPLOYMENT AND MEDIA STRATEGY

RESOURCES

CONTENT/PREVIOUS VIDEOS

EQUIPMENT

LOCATION REQUIREMENTS

TALENT/CHARACTERS

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SPECIAL REQUIREMENTS

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GENERATIVE AI USE

Check if generative AI can be utilized in the design process.

COMMENTS AND APPROVAL

STAKEHOLDERS/APPROVAL PROCESS

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ADDITIONAL COMMENTS

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DATE

SIGNATURE

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