

Briefing Video & animation

1. Project information

The customer

Who writes this briefing?

The assignment

A brief description of the exact assignment.

2. General information

Target group & objective

Who is the target audience (function, age, interests, needs)?

What is the objective of the video (What do you want to achieve with it?
Lead generation, brand awareness...)?

Description of content

Briefly describe the topic of the video, the product or service.



3. Product features

Unique Selling Points

What distinguishes the subject from the competition? Name the 4-5 most important features.

Technical specifications

Where will the video be used? (Website, events, social media, etc.)

What is the desired length of the video?

Any specific subtitling or translation needs?



4. Communication

Planning & budget

What is the preferred deadline?

Do you have an indication of the budget?

Call-to-action

What action may the viewer perform after watching the video?