- Customer Video Brief –

*To help us create an effective Explainer Video for your business, we need you to provide us with some key insights.*

*Please respond to the questions below as thoroughly as possible before we get started.*

|  |  |
| --- | --- |
|  | Customer Name |
|  | Website URL |
|  | Video Name |
|  | Video Type |
|  | Video Length |

*What is the background to your brand / business? (when was it founded, size, location, company personality, the image you are trying to project, etc.):*

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*Do you have a company tagline? If so, what is it?*

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*What is your brand / company tone of voice?*

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*Who is your target market? Please be as detailed as possible:*

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*Tell us about the product or service to be featured in the video:*

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*What are the features / benefits of your product or service?*

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*Is there a competitor product or service we should see?*

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*Tell us what sets you apart – does your product or service have any unique selling points?*

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*Do you have any specific quotes, words, ideas etc. you would like to be included in the script?*

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*What is the video main Call to Action (CTA):*

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*Is there anything that shouldn’t be stated / included in the video?*

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*Tell us about any other desires, goals, or specific requests you might have:*

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*Finally, please attached any relevant materials that should be considered when creating the script for your video.*

*Along with our own research and creativity, we will use the information provided here to create an effective Explainer Video for your business.*

*Thank you,  
Video Guru*