|  |  |
| --- | --- |
| **Date** |  |
| **Activity** |  |
| **Key contact** |  |

# Objectives

*Please provide an overview of the campaign and specific objectives for this video*

**Target Audience**

*Outline your target audience groups, not just generically but by demographics, psychographics, geographic locations, specific interests, etc. Be as specific as possible.*

*Primary:*

*Secondary:*

**Emotional connection**

*Different targets will respond in different ways. Do we want them to get excited about something? Do we want them to feel confident, or better informed?*

# Key messages

*Outline key messages that need to be communicated to the target audience*

# Talent

*Who will be videoed, will it be narrated/scripted/interview/informal, do you require cutaway footage featuring talent, do talent need a teleprompter, is there more than one person being recorded at same time, etc.*

**Call to action**

*What is the call to action, i.e. what do you want people specifically to do? Include relevant URL to click through*

**Look and feel**

*Outline the style of video you require, including any examples of existing videos you like*

Corporate

Succinct

Direct

Punchy

Warm

Fun

Conversational

Professional

Informative

# Distribution

*Outline your communication plan for this video (eg. study area page, news article, Facebook, etc)*

# Technical specifications

*Outline what platforms video will be hosted on, video format, subtitles, distribution, etc.*

# Timing

*What are deadlines for first draft and final draft?*

# Action plan

|  |  |  |  |
| --- | --- | --- | --- |
| **Timing** | **Task** | **Detail** | **Owner** |
|  | Video brief completed |  |  |
|  | Video planning, script confirmation, approvals |  |  |
|  | Filming and production |  |  |
|  | First draft for review |  |  |
|  | Video approved |  |  |

# Key stakeholders

|  |  |  |
| --- | --- | --- |
| **Name** | **Role** | **Responsibilities** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |