

DRAFT CONTENT BRIEF FOR CLIENT TO COMPLETE

Please use these questions as prompts to think about what you would like the video/animation to achieve so we can establish a shared vision for the content within the scope of the project.

Summary and purpose:
e.g. <i>a 30 second video for Trust homepage to introduce patients to online service...</i>
Who is the target audience? Consider demographics, digital skills, literacy level
What are their needs? e.g. accessible language, subtitles, inclusion
How and where will the content be viewed? E.g. Social medial platforms? On mobile or desktop? What are the technical requirements of those platforms? E.g. square format? optimum duration
Call to action What do we want the viewer to do after watching the video?

What do we want them to think and feel? E.g. welcome, informed, included

What do we need to show? E.g. Logo, brand identity, specific fonts

Essential key points to cover

Look and feel please include links or screenshots to content, images, styles

Deadline and timescales

(Budget?)