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**VIDEO CREATIVE BRIEF -- REQUEST FORM**

**Project:**

Briefly describe the final product *(i.e, an educational video, promotional video, public service announcement, b-roll, etc.)*

**Target audience:**

Who needs to see this video? Please be specific. *(i.e: athletes, volunteers, young people ages xx –xx, general public in U.S., global audience, etc.)*

**Budget:**

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| **Objective/Background Overview** |

Provide an overview of why you think this video is necessary. Offer any background, data, stories, etc.

Please tell us what you hope to accomplish *(eg, what do you want each viewer to do after watching this video?)*

Who will be part of the team reviewing and approving the final product?

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| **Creative Strategy** |

What is the Most Important Message? (*What is the supporting rational and emotional ‘reasons to act or believe’?)*

What is the ‘feel’ of this video (eg fun, emotional, educational, unexpected)?

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| **Creative Elements** |

Is a script required? Who is writing it?

Is a voiceover required? What kind?

Are on-camera interviews required? Who will do the interviews? Who will be interviewed?

What kind of background footage (b-roll) would be appropriate?

Is any music required? What kind?

What graphic elements are required *(eg. Special Olympics logo, Program logo, website url, etc?)*

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| **Additional Details** |

Video length? (How long do you want this video to be?)

Final deliverables: What video format do you need? And will this be shown on the big screen? A web site?

What is your deadline for a final, approved video?

Submitted by:

Name:

Phone:

Email:

Please send completed form to:

[kmckenna@specialolympics.org](mailto:kmckenna@specialolympics.org)