

## Client Creative Brief

### Section 1: General Creative Brief

- Please complete and return to: [info@anakebco.com](mailto:info@anakebco.com)
- Only complete Section 2 for video requests

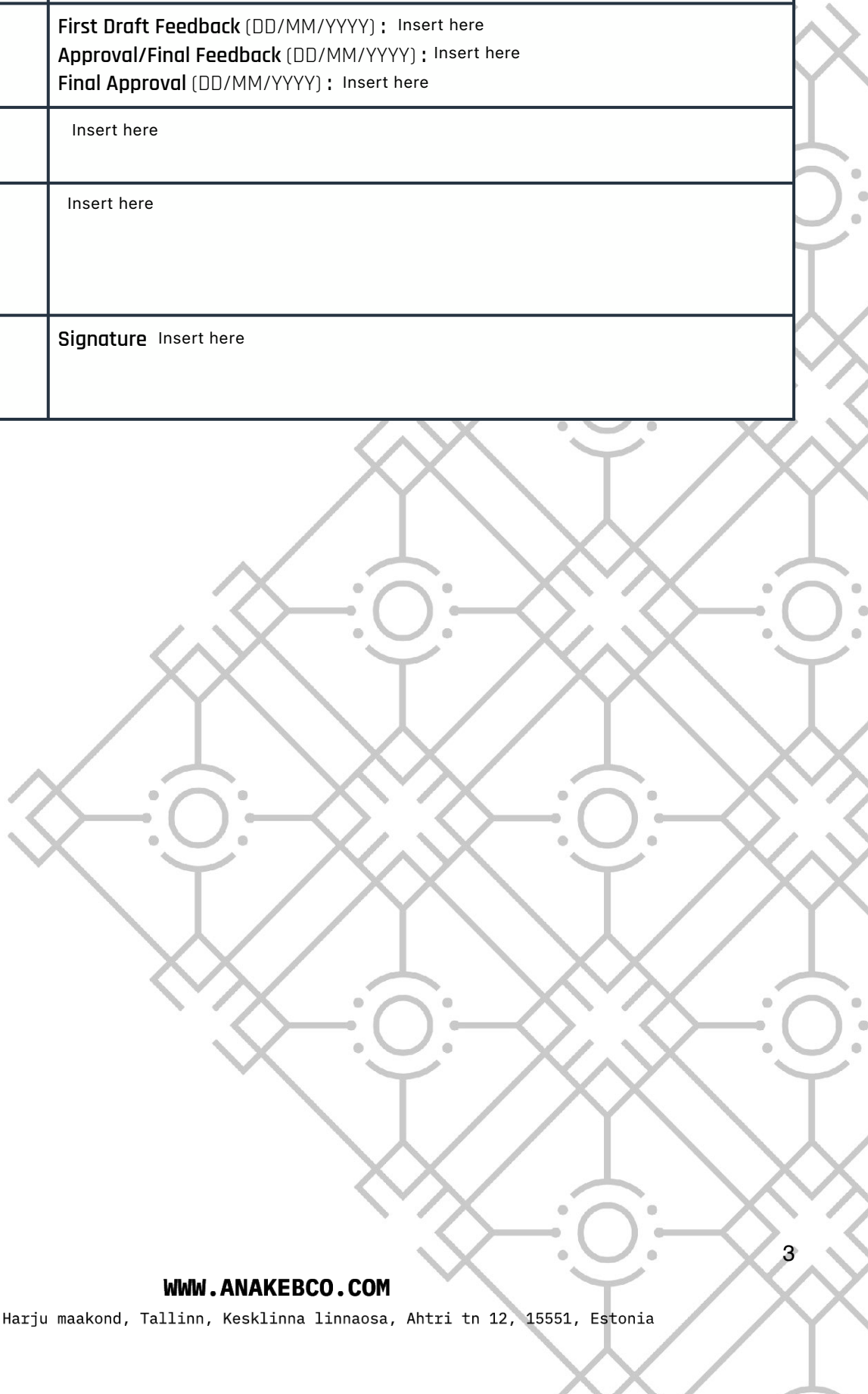
Basic Client Information	
<b>Client Name</b> (Company, organization, institution or individual name)	Insert here
<b>Location</b> (City, Country)	Insert here
<b>Prepared By</b> (Name and Title)	Insert here
<b>Email address</b>	Insert here
<b>Phone number</b> (With international code)	Insert here
<b>Date</b> (DD/MM/YYYY)	Insert here
Key Project Description (Keep it brief: describe the problem, proposed solution, target audience, goals and other details listed below)	
<b>Project Name</b>	Insert here
<b>Project Goal</b>	Insert here
<b>Project Objectives</b> (success measures)	Insert here

<b>What problem are we solving?</b>	Insert here
<b>Who is the primary target audience/demographic?</b>	Insert here
<b>Who is the secondary target audience/demographic?</b>	Insert here
<b>What are the key points that need to be communicated to the target audience?</b>	(List as points) Insert here
<b>What is the call to action?</b> (what action do we want the target audience to take after viewing the communication materials?)	Insert here
<b>Project deliverables?</b> (What solutions are you seeking? Example: One video; No. of images; brand identity; printable and digital design materials, application, web design, social media campaign etc). <b>Be as specific as possible.</b>	(List as points) Insert here
<b>What should be the tone of the messaging?</b> (What words describe your establishment?)	Insert here
<b>What mandatory information must be included in the final deliverables?</b>	Insert here
<b>What must be excluded from the final deliverables?</b>	Insert here
<b>Who is the competition?</b>	Insert here



<b>Budget ceiling (in EUR)</b>	Insert here
<b>Timelines (Editing Loop)</b>	<b>First Draft Delivery</b> (DD/MM/YYYY) : Insert here <b>Second Draft Delivery</b> (DD/MM/YYYY) : Insert here <b>Final Draft Delivery</b> (DD/MM/YYYY) : Insert here
<b>Approvals</b>	<b>First Draft Feedback</b> (DD/MM/YYYY) : Insert here <b>Approval/Final Feedback</b> (DD/MM/YYYY) : Insert here <b>Final Approval</b> (DD/MM/YYYY) : Insert here
<b>Client Decision Maker</b> (Name, Title & Email)	Insert here
<b>Comments</b> (any additional critical information)	Insert here
<b>Date</b> Insert here	<b>Signature</b> Insert here

(Section 2 below)



## Section 2: Video Creative Brief

- Please complete and return to: [info@anakebco.com](mailto:info@anakebco.com)
- Only complete for video requests

Basic Video Information	
<b>Proposed Video Name</b> (Project or Campaign name)	Insert here
<b>Video Timeline</b>	<b>Pre-production</b> (DD/MM/YYYY - DD/MM/YYYY) : Insert here  <b>Production</b> (DD/MM/YYYY - DD/MM/YYYY) : Insert here  <b>Post-production</b> (DD/MM/YYYY - DD/MM/YYYY) : Insert here
<b>Estimated Video Length</b> [Hours] [Minutes]	Insert here
Key Project Description	
(Keep it brief: describe the problem, proposed solution, target audience, goals and other details listed below)	
<b>Project Overview</b> What problem are we solving? How?  Why are we solving this problem? What's the benefit?  How does this problem align with our product/service?  Why is video the best medium for conveying this message / solving this problem?	Insert here
<b>Project Deliverables &amp; Scope</b> (What are the deliverables for this video campaign? (e.g., one final video, three teaser videos, five GIFs, etc.) Do we anticipate any internal/ external factors compromising the completion of the above deliverables? If so, how? Why?)	Insert here



<b>Who is the primary target audience/demographic?</b>	Insert here
<b>Who is the secondary target audience/demographic?</b>	Insert here
<b>What are the key points that need to be communicated to the target audience?</b> (What do you want your audience to take away from this video? What do you want them to feel?)	Insert here
<b>What is the call to action?</b> (what action do we want the target audience to take after viewing the communication materials?)	Insert here
<b>What should be the tone of the messaging?</b> (What are your brand values? How can you use those to shape the tone of this video?)	Insert here
<b>Video Concept</b>	<p>Why does your audience need the solution or idea your video is selling? What are the benefits?          Insert here</p> <p>What can you say that will make your audience believe in your message? What proof can you offer to build trust and validate your message?          Insert here</p>
<b>Where do you plan on distributing this video?</b> (YouTube? Facebook? Instagram Stories?)	Insert here
<b>What should be excluded from the video?</b> (What is the video not going to cover? What messages, emotions, or features do you want to avoid?)	Insert here



<b>Video Inspirations</b> (Use this space to drop in both links and images that effectively demonstrate video elements you admire)	Insert here
<b>Budget ceiling (in EUR)</b>	Insert here
<b>Approvals</b>	<b>First Draft Feedback</b> (DD/MM/YYYY) : Insert here <b>Approval/Final Feedback</b> (DD/MM/YYYY) : Insert here <b>Final Approval</b> (DD/MM/YYYY) : Insert here
<b>Client Decision Maker</b> (Name, Title & Email)	Insert here
<b>Comments</b> (any additional critical information)	Insert here
<b>Date</b> Insert here	<b>Signature</b> Insert here

