

Your Guide to Starting a Video Project

The questions below are designed to help you think through your video project. Don't worry if you don't have an answer for every question. We can work with you to develop creative ideas and a style that will help you meet your objectives.

Objective: What is your goal for this video (or series)?

- Describe what you want your audience to take away from this video.
- If you have multiple goals, prioritize them in order from “most important” to “least important.”
- What is the ideal action you'd like someone to take after watching the video?

Target audience: Whose attention are you trying to capture?

- Describe the ideal person or group you'd like to reach with this video.
- What is most important to them?
- What “pain points” are they experiencing that your content will address?

Distribution: How will you use the video?

- Is this for broadcast distribution? Social media? Will you use it on multiple platforms?
- What accessibility features, like captions or translations, might your audience require?
- How long do you plan to use the video?

Creative Approach: How will we hook your audience?

- What creative ideas have you considered in order to reach your audience?
 - Are you imagining an animated video, a live-action video, or something with animated and live-action elements?
 - Do you have a style in mind (fast-paced editing with driving music, a documentary style video featuring interviews, etc.)?
 - Will existing materials need to be incorporated in the video?
- If you've created videos in the past, what's worked and what hasn't?

Schedule

- By what date do you need to finish your project?
- Is your date fixed or flexible?
- How long will your internal team require to review milestones and provide feedback?

What other information might help the creative team?

- What other background information might be important to know?
- Do you have samples of videos you like (or don't like) that you can share with the creative team?