**WIP Creative Brief**

Name:

Date:

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| **Brief Project Description**  *In your own words, tell us what you’re looking for in this video. What/who is the overall topic of the video? What makes that person/topic interesting and/or relevant to your department?* |
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| **Target Audience**  *Who is the intended audience?* |
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| **Single Communication Idea**  *What is the one thing you want the target audience to take away? (single most compelling idea that will motivate the target audience to do what you want them to do)* |
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| **Digital strategy/Distribution**  *Is this video part of a larger project or campaign? Please tell us more about that initiative.* |
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| **Measures of success**  *How will you know that this project has been a success? What kind of goals have you set?* |
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| **Timeframe**  *What is the ideal timeframe for production (filming on location)?* *What is the ideal completion date for this project?* *What is the latest completion date?* |
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| **Video Subjects**  *Who would be featured in this video? If not a specific person, maybe a course/organization/department. If specific people are already in mind, can you provide contact information?* |
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| **Accountable**  *Who is the overall point-person in your department for this video? (They will help us to arrange shoot dates/locations and are accountable for approving the final deliverable for accuracy and completeness)* |
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