

The COMPANY

What is the main purpose of the company?

How long have you been in business?

What's been the biggest challenge?

THE VIDEO

What is the product/company/concept you'd like to focus on?

What is the MAIN GOAL in creating a video for this company/product/concept?

Who is the audience? WHY ARE THEY WATCHING?

## VIDEO SPEC LIST

--

MIN LENGTH

MAX LENGTH

To be shown on: Large Screen, PC/web, Mobile/Social media, other

Quality: 8k, 4k, 2k, 1080, 720, 480, 360

WHAT IS THE BUDGET?

MUST HAVES (check any that apply): Slow motion, extreme slow motion, Smooth stabilized motion, Extreme smooth "cinematic" motion, original score or specific music, Time lapse, Drone footage, Simultaneous events at once (more cameras/shooters), Advanced Titles/graphics/transitions, Product Placement or Glamour shots of specific item/place/person/event etc, specific names/titles of people in video, Specific things that CAN NOT be seen in video, Specific activities

MIN LENGTH

SOUND NEEDS

Recording spoken dialogue?

Crowd of people/ Speaker on mic/ Wireless Needed/ amount of simultaneous audio recordings happening at one time/ Testimonial?

Location noise factors

LOCATION

Multiple Address?

Multiple Room? Multiple Room Simultaneous?

Access to facilities? Hours of access?

Parking?

Safety?