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**Video Production Request Form**

**CLIENT**

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| --- |
|  |

**REQUESTOR NAME / DEPARTMENT**

|  |
| --- |
|  |

**BRAND PRODUCT**

|  |  |  |
| --- | --- | --- |
|  |  |  |
|  |  |  |
| Client contact name, Phone number, Email address, Mailing address. |  | Your company contact name, Phone number, Email address, Mailing address. |

PROJECT

|  |
| --- |
| **PROJECT NAME/TITLE** |
|  |
| **DESCRIPTION** |
|  |
| **PURPOSE** |
|  |
| **OPPORTUNITY** |
|  |
| **CORE MESSAGE AND CALL TO ACTION*?*** |
|  |
| **OBJECTIVE** |
|  |
| **TYPE OF VIDEO** |
|  |
| **SCRIPT / STORYBOARD** |
|  |

SUBJECT

|  |
| --- |
| **PROJECTED TIMELINE / IMPORTANT DATES / DEADLINES** |
|  |

BUDGET

|  |
| --- |
| **AMOUNT** |
|  |
| **ADDITIONAL FINANCIAL PROJECTIONS / NOTES** |
|  |

TARGET AUDIENCE

|  |
| --- |
| **PROJECT TARGET** |
|  |
| **BRAND TARGET** |
|  |
| **DESIRED REACTION** |
|  |

ATTITUDE

|  |
| --- |
| **PROJECT TONE** |
|  |
| **BRAND** |
|  |

COMPETITIVE ANALYSIS

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| --- |
| **REFERENCES** |
|  |

DEPLOYMENT AND MEDIA STRATEGY

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| --- |
|  |

RESOURCES

|  |
| --- |
| **CONTENT/PREVIOUS VIDEOS** |
|  |
| **EQUIPMENT** |
|  |
| **LOCATION REQUIREMENTS** |
|  |
| **TALENT/CHARACTERS** |
|  |
| **SPECIAL REQUIREMENTS** |
|  |
| **GENERATIVE AI USE** |
| [ ]  Check if generative AI can be utilized in the design process. |

COMMENTS AND APPROVAL

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| --- |
| **STAKEHOLDERS/APPROVAL PROCESS** |
|  |
| **ADDITIONAL COMMENTS** |
|  |
| **DATE** | **SIGNATURE** |
|  |  |

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