**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12047&utm_source=template-word&utm_medium=content&utm_campaign=Video+Production+Request+Form-word-12047&lpa=Video+Production+Request+Form+word+12047)**

**Video Production Request Form**

**CLIENT**

|  |
| --- |
|  |

**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

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

DEPLOYMENT AND MEDIA STRATEGY

|  |
| --- |
|  |

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

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

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |