

Animated Explainer Briefing Template

Client	
Product	
Sector	
Website	
Main Client Contact	
Contact Email & Phone Number	
Date of Briefing	
Campaign Start Date & Duration	

Creative Brief

Relevant Background <ul style="list-style-type: none"> • Relevant market / sector background. • Relevant brand performance. • Any research into the sector / brand you can share with us? 	
Relevant Competitor Background <ul style="list-style-type: none"> • Who are your main competitors? • What do you like / dislike about their previous communications? 	
Project Objectives <ul style="list-style-type: none"> • What do you want to achieve? • What are the key messages to communicate? 	

<p>Target for Delivery</p> <ul style="list-style-type: none"> • Where will the video be shown? • Website / social / event? • Will it need to be in different languages? • Will sound be used? • Subtitles? 	
<p>Reach</p> <ul style="list-style-type: none"> • Will this be a regional or national project? 	
<p>Target Audience</p> <ul style="list-style-type: none"> • Who is the customer? • Do they know your brand? • Want to say / show? • Are there any issues? • Do you have any target audience research? 	
<p>The Story</p> <ul style="list-style-type: none"> • Think about the unique selling point. • What is your story? • If your audience was to take one thing from your video what would it be? • What must absolutely be included in the video 	
<p>Examples you like</p> <ul style="list-style-type: none"> • What have you seen that you like? • What have you seen that you dislike? 	

Brand Guidelines <ul style="list-style-type: none">• Do you have brand guidelines?• Are these specific for video or animation?• Can we have them?	
Success <ul style="list-style-type: none">• How will we show how we have made a meaningful difference?• What do you want from your project / expectations?	
Budget <ul style="list-style-type: none">• Do you have a budget?• Can you share this with us?	