mhf

FREE TEMPLATE

Video production brief template

Answer each section in a sentence or two. You don't need a script or a creative idea, just the goal, the audience and the practical details. One to two pages is plenty.

COMPANY	BRIEF OWNER	DATE

01 Project overview

What are we making, and why now?

e.g. A 90-second employer brand film for our Q1 hiring campaign, for our careers site and LinkedIn.

02 Objective and how we'll measure it

What is the one thing this video must achieve?

e.g. More applications for engineering roles. Measured by careers-page applications.

03 Audience

Who is it for, what problem do they have, and where will they watch?

e.g. Senior engineers in the UK, mostly watching on LinkedIn on mobile.

04 Key messages

What two or three things should they remember?

Keep it to three or fewer.

05

Look, feel and references

What style fits? Add links to two or three videos you like.

Documentary interviews, cinematic with voiceover, animated, fast-paced social...

06

Deliverables and formats

Which versions, lengths and formats do we need?

e.g. 1 × 90-second film (16:9), 3 × 15-second vertical cutdowns, subtitles on all.

07

Timeline

Launch date, fixed filming dates and sign-off dates.

Add any dates that can't move.

08

Budget

What range are we working with, excluding VAT?

A range is fine. MHF projects typically start from £7,500 + VAT.

09

Stakeholders and sign-off

Who is involved, and who has the final say?

Name one person with final sign-off.

10

Constraints and must-haves

Locations, legal limits, brand rules, accessibility or availability.

e.g. The CEO is free for one hour on Monday. No filming on the trading floor.