

Where the film begins

Ten questions before our first conversation. Write your answers in your own words and include links to your materials.

- 01 **Goal.** What should change after the video: awareness, sales, enquiries or recruitment?
- 02 **Placement.** Where will it run: social ads, your website, a presentation or a shopping-centre screen?
- 03 **Audience.** Who is watching, and what do they already know about you?
- 04 **One message.** The sentence viewers should take away. If you have five, choose one. Save the other four for later videos.
- 05 **Brand guidelines.** Vector logo, fonts and colours. If you do not have guidelines, just say so. There is no shame in it.
- 06 **Product.** High-resolution photographs from several angles, or ideally the product itself in our hands.
- 07 **References.** Three to five videos you like, and one or two you hate. The latter often say more about your taste.
- 08 **Duration and formats.** Six, fifteen or thirty seconds; landscape, portrait or square.
- 09 **Timing.** The date the video needs to go live, rather than “yesterday”.
- 10 **A budget range and one decision-maker.** A film approved by five people becomes the average of five tastes. Nobody watches that kind of film to the end.