

# ONCE

## Social Media Video Brief

Project requirements and confirmation / Client form

Use this brief when the project direction is clear. Define the objective, key message and deliverables. If the scope is still open, start with the Production Questionnaire. All response fields are editable.

| Project / brand | Version / date | Contact |
|-----------------|----------------|---------|
|                 |                |         |

### 01 Objectives and platforms

| Item to confirm                | Your response                                                                                |
|--------------------------------|----------------------------------------------------------------------------------------------|
| Primary business objective     |                                                                                              |
| Placement / advertising use    |                                                                                              |
| Main platform / release date   |                                                                                              |
| Desired viewer action          |                                                                                              |
| Metrics and measurement method | If evaluating results, specify the metric, period and data source. Leave blank if undecided. |

### 02 Audience and use case

| Question                           | Your response                                                                                    |
|------------------------------------|--------------------------------------------------------------------------------------------------|
| Main audience / typical use case   |                                                                                                  |
| Main purchase or decision concerns |                                                                                                  |
| Evidence / user feedback           | Provide real reviews, support questions or research summaries with personal information removed. |

### 03 Product or service information

| Key messages in priority order | Evidence / demonstration conditions |
|--------------------------------|-------------------------------------|
| 1.                             |                                     |
| 2.                             |                                     |
| 3.                             |                                     |

Product / SKU: \_\_\_\_\_ Price / promotion if relevant: \_\_\_\_\_

#### Required information and exclusions

| Your response                |
|------------------------------|
| Must include:<br>Must avoid: |

### 04 Creative direction and tone

#### The one message viewers should remember

| Your response             |                                           |
|---------------------------|-------------------------------------------|
|                           |                                           |
| Reference link / filename | What to draw from and what does not apply |
|                           |                                           |
|                           |                                           |

Format: ☐ Demo ☐ Presenter ☐ Story ☐ Unboxing ☐ Animation ☐ Advise me

Production: ☐ Live action ☐ AI-generated ☐ Mixed    Tone / mood: \_\_\_\_\_

## 05 Video and production requirements

| Version / use        | Qty / seconds | Ratio / language | Subtitles / audio |
|----------------------|---------------|------------------|-------------------|
| Main film            |               |                  |                   |
| Cutdown / adaptation |               |                  |                   |
| Other                |               |                  |                   |

People / location / props: \_\_\_\_\_ Samples due: \_\_\_\_\_ Resolution / format: \_\_\_\_\_

## 06 Assets and usage rights

| Asset or right                      | Provider / link / date / permitted use |
|-------------------------------------|----------------------------------------|
| Logo / identity / product assets    |                                        |
| Music / talent / third-party assets |                                        |
| Territories, channels and term      |                                        |
| Copy, claims and visual approver    |                                        |

## 07 Delivery, schedule and review

| Confirmation item                        | Your response |
|------------------------------------------|---------------|
| Deliverables / source files              |               |
| First draft / launch / budget            |               |
| Feedback coordinator / final approver    |               |
| Revisions / feedback timing / open items |               |

Consolidate feedback at the creative, storyboard and final-film stages. Revision rounds, pricing, schedule and rights are agreed for each project; this template does not set them.

Requirements approved by: \_\_\_\_\_ Date: \_\_\_\_\_