



International Ecommerce 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 Market objectives and platforms

Item to confirm	Your response
Sales / advertising / user education goal	
Platform / placement	For example, an Amazon listing, brand website, TikTok Shop or ad placement
Target market / language	Country / region: Language / accent:
Call to action / landing page	Product details, add to cart or enquiry. Include the destination link:
Metrics and measurement method	Metric, period and data source. Targets are not a promise of results.

02 Audience and use case

Question	Your response
Local audience / usage habits	
Purchase and presale concerns	Size, compatibility, installation or accessory questions:
Reviews / support questions	Provide real reviews or presale question summaries with personal information removed.

03 Product or service information

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

Product / SKU: _____ Price / currency / offer dates if relevant: _____

Required information and exclusions

Your response
Packaging / accessories / demonstration conditions: Certifications, reviews or performance claims to verify:

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	
Language / units / localisation approver	Voice accent, subtitle wording, units and price display:

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: _____