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We wish you all the success with your video content, the best place to start with any project is to get your thoughts onto paper, it all makes sense from there. You are welcome to use this for your video content moving forward.
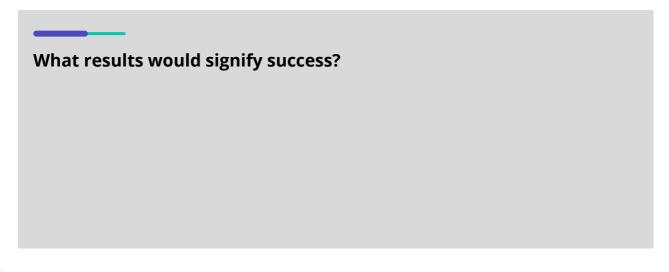
Content:

What needs to be produced?

Objectives & success:

What are your objectives for this content?

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What results would signify success?

Core message & approach:

What core message(s) do we want our video(s) to communicate?

Target audience:

Who is our target audience, which persona(s) should this speak to?

Our video content will be targeted at the following personas:

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After watching the video, what would we like the user to?

Think:

Feel:

Do:

Timelines:

What are the deadlines and milestones for this project?

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Inspirational references :

A place to place links of work that inspires you.

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