

# Video Production Brief

+1 (415) 300-0491 · vlad@lv-prod.com

LV Productions — fill in and send before your kickoff call

---

PROJECT TITLE

COMPANY

CONTACT NAME

EMAIL

PHONE

FILMING LOCATION (CITY, COUNTRY)

PROJECT TYPE

Corporate / brand film

Testimonial

Product launch

Explainer

Commercial

Event recap

Training / internal

Other

OBJECTIVE

What should viewers do after watching? Be specific — e.g. "request a demo," not "raise awareness."

TARGET AUDIENCE

CORE MESSAGE (ONE SENTENCE)

DISTRIBUTION CHANNELS

# Video Production Brief

Page 2 — deliverables, budget, approvals

---

## DELIVERABLES

List each cut: duration, aspect ratio (16:9 / 9:16), platform, captions yes/no.

## BUDGET RANGE

A range is enough — e.g. under \$10k, \$15–30k, \$50k+.

## TARGET GO-LIVE DATE

Hard launch date and any schedule constraints.

## STAKEHOLDERS & APPROVAL

## CREATIVE REFERENCES

## ADDITIONAL NOTES

Music, brand asset links, location permits, compliance requirements.