

[illegible]



## Project Name

### Filming Brief

CLIENT	
EVENT / SHOOT DATE	
EVENT / FILMING LOCATION	
EVENT TIMES	
SHOOT TIMES	
NUMBER OF ATTENDEES	
TARGET AUDIENCE	
EVENT OUTLINE	(Brief description of the event type - intent, audience, format)
FINAL DELIVERY / VT USE	(What it is that the video output will be used for e.g. post-event follow up / promotional material)
<b>FILMING REQUIREMENTS</b>	
Number of cameras	
Sound requirements	(Eg Xx boom mic / Xx radio mics)
No. Camera operators	(Not always the same as the number of cameras)
Sound Recordist	(On reduced budgets camera man can do sound)
Producer	(If filming vox pops this is required)
Director	(Often the Producer will also act as camera director)
<b>POST PRODUCTION</b>	
Edit Overview	(Pace and feel, music led, VOX pop or interview led , viewing platform e.g. website / youtube / conference presentation)
Number of edits	
Length of edits	
Individual edit description	(If multiple edits with different narratives these should be outlined here)
Delivery / Encode format	(e.g. MP4 for web streaming / WMV for playback through PPT)
Final delivery date	(Date in which the final approved edit is required with client)
TX	(date VT is to be viewed for the first time)



# Studio Pitch Brief

Client		Date of Brief	
Contact		Deadline	
PO/Req. Number		Budget	
Project Title		Project Number	

## Can you provide the information outlined in the Pitch process document?

### Business case – to secure funding, audience demographics, objectives, cost benefit analysis

Money?

Timing?

Expectations?

Cost Benefit?

ROMI?

ROI?

### The Strategic Case

Is the client a good fit with Upstage?

Do we share the same business values?

### The Socio-Economic Case

Is there a wider benefit for both companies?

Does the client fit with our moral and ethical beliefs?

### The Commercial Case

Are we positioned to be of benefit to each other?

Will we be able to upsell and cross sell services?

### The Financial Case

What is the anticipated value of the client?

Will the client be a +40% profit center?

Are there internal investments required to sustain the partnership with client?

### The Management Case

Is there a good business relationship with client?

What sweat equity do we need invest?

What are the short, medium and long term benefits of this relationship?

### General information:

What do they want to achieve?

What do they spend on these services today?

Do they have an agency roster?

What is their turnover?

What is their marketing strategy?

What is their content strategy?



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<b>Client Background:</b>			
<b>Objectives: (what engagement do we want to achieve?)</b>			
<b>How will we measure the results?</b>			
<b>Target audience: (customer profile – demographics, attitudes, lifestyle etc)</b>			
<b>Single minded proposition: (what do we want the audience to believe?)</b>			
<b>Support for the proposition: (3 key reasons)</b>			
<b>What is required to be done?</b>			
<b>Tone of voice: (friendly, sophisticated, contemporary etc)</b>			
<b>Mandatory inclusions: (Logo's, phone numbers, address details etc.)</b>			
<b>Timing of Creative Work:</b>		<b>Concept Presentation</b>	
<b>Please make sure you attach all supporting research &amp; strategic information</b>			

Job Name  
Tech Script V1

# WHITEWALL

Time	Action/ Cue	Presenter		
			LX	
			VMP	
			SND	
			Other/ Stage	
			LX	
			VMP	
			SND	
			Other/ Stage	
			LX	
			VMP	
			SND	
			Other/ Stage	
			LX	
			VMP	
			SND	
			Other/ Stage	
			LX	
			VMP	
			SND	
			Other/ Stage	
			LX	
			VMP	
			SND	
			Other/ Stage	
			LX	



# VT brief

<b>Client</b>		<b>Date of Brief</b>	
<b>Agency Contact</b>		<b>Deadline</b>	
<b>PO/Req. Number</b>		<b>Budget</b>	
<b>Project Title</b>		<b>Project Number</b>	

Background		Platforms release	
Objective		Aspect ratios/quality	
Audience		Silent-autoplay/VO	
Key messages		CTA	
Tone of Voice		Mandatory elements	
Timing		Quantity	

### Project Timeline/Dateline

Concept	00/00/00	Storyboard	00/00/00	Script	00/00/00	Footage	00/00/00
VO	00/00/00	Music	00/00/00	AFX	00/00/00	C4D	00/00/00
Render	00/00/00	Final Cut	00/00/00	Approval	00/00/00	Delivery	00/00/00

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<b>Single minded proposition: (what do we want the audience to believe?)</b>			
<b>Output Suppliers / Resourcing</b>			
<b>Timing of Creative Work:</b>		<b>Presentation time &amp; date</b>	
<b>Please make sure you attach all supporting research &amp; strategic information</b>			