



Questions to consider about your project.

We will work together to design your production and meet your needs. We don't expect you to know all the answers before you call us.

Your message:

After watching the video, what will the audience remember?

For example, the video might, educate or train, increase brand awareness, differentiate your brand from the competition, launch a new product or service, communicate internally to employees, or entertain.

Who is the target audience?

Are they internal or external to the company? What is their demographic? What is their prior knowledge of the subject matter? Why would they watch the video?

Call to action

What do you expect the audience to do after watching the video? Explore a website for more information? Purchase a product? Contact your organization? Share the video on social networking sites?

Where will the video be seen?

On a company website, through social networking, a live presentation to a group or on a tradeshow floor? Will the video be part of a larger presentation or stand alone? Will different versions of the video need to be produced for different audiences or distribution channels?

Style and Tone

Is the tone serious, humorous, or ironic?

What is the estimated video length?

What production elements are required?

Often, we need to collaborate with our clients to write a script before we know which elements will be included in the video. Examples include: on-screen presenter, voice-over narration, company spokesperson or corporate officer, professional acting talent, customer testimonials, graphics (charts, diagrams, text, 3d images) and music. You may also have existing videos or still images that you wish to include in the video.

Schedule, budget, approvals

Do you have a start date and a deadline? A specific budget? Know who will approve each step of the production?