Creative brief template for video

One page that tells a studio, a crew or a freelancer what the video is for, what they will make and who signs it off.

Write the objective first, then the deliverables, because the crew needs both to plan the day. Keep the brief to one page, and send it before anyone quotes. If it runs longer, the objective is probably not clear yet.

1. Objective

[One sentence: what the video should make the viewer do, feel or know. If it needs more than one sentence, you have two videos in the brief.]

Objective	*[the one sentence]*
Where the video will be seen	*[website, social platforms, event screen, sales meeting]*

2. Audience

[Who they are, what they already know, and what would make them stop scrolling.]

[Write two or three lines here.]

3. Message and proof points

[Two or three claims the video makes. Each needs evidence you can show on camera. Do not promise what you cannot show.]

Claim	Evidence you can show
[the claim]	*[the customer quote, result or demonstration]*

4. Deliverables

[One file on each line. Give the length, the aspect ratio, whether it needs captions and where it will go.]

File	Length	Aspect ratio	Captions	Platform
[for example, main film]	*[seconds]*	*[horizontal, square or vertical]*	*[yes or no]*	*[where it will go]*

Watermarked preview. Get the clean file free at www.granary.digital/guides.html

File	Length	Aspect ratio	Captions	Platform

5. Look and references

[Up to three example videos, with a note on what to take from each. Name the parts you like, such as the pace or the lighting. Adjectives such as premium or fresh need a reference to show what they mean.]

Example (link or title)	What to take from it
[link or title]	*[the pace, the lighting, the framing, or the tone]*

6. People

[Presenters, performers, speakers and anyone else who needs to be on camera, with any consent or approval rules.]

Name	Role	Consent or approval needed
[name]	*[presenter, speaker, performer]*	*[who signs off their appearance]*

7. Approvals

Final yes	*[the person who gives the final approval, by name]*
Number of rounds of changes	*[number, and what happens after that]*

Round	Due date	Who reviews
1	*[date]*	*[name]*

Watermarked preview. Get the clean file free at www.granary.digital/guides.html

8. Budget and timing

Budget range	£ *[lowest]* to £ *[highest]*, excluding VAT
Shoot date	*[day, month, year]*
Delivery date	*[day, month, year]*
Brief sent by and date	*[name, date]*

Worked example

A brand is launching a new service and wants a 60-second film for its website, and six vertical cuts for social. The objective is to book a discovery call. The audience is operations directors at mid-sized firms. The proof points are two customer quotes and one before-and-after result. The deliverables are one horizontal film at 60 seconds, and six vertical clips of 15 to 20 seconds with burnt-in captions. The approval route is the marketing lead, then the managing director, with two rounds due within five working days of the cut.

With that brief, the crew can plan one set, one presenter and a single day, and the quote can cover the vertical cuts from the start.

Common mistakes

- No single objective, so the shoot tries to do three jobs and does none of them well.
- Deliverables with no aspect ratio. Vertical and horizontal need different framing, so decide before the day.
- Approvals with no name. Write the person who says yes, not the team.
- No budget range. A studio cannot suggest a route that suits you if it does not know the ceiling.

PREVIEW granary.digital

Watermarked preview. Get the clean file free at www.granary.digital/guides.html