



# Project Enquiry

*Thank you for taking the time to complete this scoping document. It will help us consider and cost your project effectively, so we can compile a creative brief for you. In short, we are interested in the 'why, what, where, when, how, and who for' of your project.*

## ABOUT YOU

### Your contact details

Name:

Business name:

Tel:

Email:

Website:

### About your work / business

*What do you do? What makes your work / organisation special?*

## NUMBER OF VIDEOS REQUIRED

## OVERVIEW | PURPOSE OF VIDEO(S)

*Why do you want the video(s) made?*

## OBJECTIVES

### What will the video(s) accomplish?

*Will a successful video raise awareness / sales / brand identity/ membership?*

*Will the video spearhead a campaign? Is there a call to action?*

## TARGET AUDIENCE

### Demographic

*Do you have a particular group of people you wish to engage?*

### Diversity

*Are there any considerations around diversity / gender / age?*

### Platform

*Where do you intend to show video? Website | Youtube | Facebook | Instagram | Conferences | TV*

## CONTENT

### What is the video about?

*Subject matter | Issues | Themes*

### Key Messages

*What are your top-line, straight forward messages you would like an audience to take away from the video:*

- 1.
- 2.
- 3.

### Tone

*Paired with the key messages, please explain what you imagine your video will be like? Is your vision for the video that it is informative / inspiring / moving / funny / thought-provoking?*

## STYLE / MEDIA

### Media

*Are you wanting content filmed by us, or stock footage, or animation, or motion graphics to be your primary form of presentation?*

### Graphics / Titles

*Would you like graphics (text, pictures, icons) included as part of the video(s). If so, are you wanting these animated? Can you tell us more about this?*

### Length

*Approximately how long do you think the video(s) ought to be?*

### Contributors

*Do you have contributors in mind? - Actors, Interviewees, Presenters, Artists? How many?*

### Ideas

*Do you have any creative ideas that you think would work well for your project?*

## References

*Are there examples of videos which contain the sort of content or style you would like?  
(Please provide links to examples)*

## SERVICES

### Pre-Production

*Do you require support with developing the concept | script writing | sourcing locations | casting?*

### Production

*Do you have / need a filming location? Where is filming required?*

### Post-Production

*Do you require support with accessibility (subtitling) / publicity & promotion?*

## SCHEDULE / DELIVERY

### Timescales

*Do you have a timeframe for delivery? Is there a deadline you are working towards?*

### Specification

*Do you have a delivery specification? What format do you require the video in?*

- *Format: e.g. Standard letterbox format (16:9) | Square (1:1) | Widescreen (235:1)*
- *Resolution: e.g. Full HD (1080p) | 4K / UHD*
- *File size: Do you have a maximum file size limitation?*

## BUDGET

### Costs

*Do you have a budget you are working within?*

### Discount eligibility

*Are you a registered charity?*