

Project Deadline:

When do you need the film completed?

Target Audience:

Who is the intended audience for the film?

Audience Demographics:

Specify the gender and age range of your target audience.

Audience Psychographics:

Detail the values, opinions, and attitudes of your target audience.

Current Audience Perception:

What is the current perception of your audience regarding the subject?

Desired Audience Perception:

What do you want your audience to think after watching the film?

Primary Objective:

What is the main goal you want to achieve with this film?

Message Delivery:

Where will the audience encounter the film?

Social Media:

If appearing on social media, which channels and what aspect ratios (crops) will this film need to be presented in?



Brand/Campaign Guidelines:

Provide any existing brand or campaign guidelines to understand the desired personality of this piece

Key Message:

What is the central message of the film

Call to action:

What is the call to action for the film, what do you want your audience to do?

Emotional Impact:

What emotions or thoughts do you want to evoke in the audience?

Inspiration Examples:

Share a couple of campaigns that impress you and convey the tone you aspire to achieve.

Legal Considerations:

Are there any legal aspects that need attention in the film?

TIP!

Share these answers with your creative team or contractor and it will help to steer the creative process.

Create a simple one page treatment or description of the film you want to create that meets the needs expressed here

If you need a creative partner to help make this film, consider using Campaign Film with over 12 years making films for NGO's and corporates with a social purpose, get in touch to discuss your brief.

hello@campaignfilm.com