



High-Definition Video Production  
[www.solidlinemedia.com](http://www.solidlinemedia.com)

Project: \_\_\_\_\_  
Client: \_\_\_\_\_  
Client Contact Info: \_\_\_\_\_  
Format: \_\_\_\_\_  
Date: \_\_\_\_\_

## **CREATIVE BRIEF**

**PROJECT SUMMARY** (What is the big picture? What is the desired outcome and what are the goals?):

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**TARGET AUDIENCE** (Who are we talking to, what do we want them to do?):

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**PERCEPTION/TONE/GUIDELINES** (Should we adhere to client branding? How should the final product look and feel?):

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**COMMUNICATION STRATEGY** (What is the single most important thing we want to say?):

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**COMPETITIVE POSITIONING** (What is going on in the market? Who are the competitors, and what are they doing?):

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**SINGLE-MINDED MESSAGE** (Sum the project up in three adjectives.):

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### **Client Service Checklist:**

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Do we have all supporting information (previous ads/videos/brochures, competitor information, web sites). Do we have a complete package of information for the SolidLine development team to begin concept design and script writing?

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Does the SolidLine art department have all necessary materials such as vector logos, brand guidelines, Pantone colors, typefaces, photos, and any other pertinent information, etc.?

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Are the client expectations clear and concise to the SolidLine creative team?

### **Schedule:**

1. Review of the initial creative brief:
2. Initial creative review of rough scripts/concepts/sketches/ideas:
3. Production concept script approval:
4. On-Location Production schedule:
5. Post-Production, editing schedule:
6. Internal creative presentation (Internal Rough-Cut):
7. Client Presentation (Client Rough-Cut):
8. Final-Cut delivered to client:
9. Final Picture-Lock delivered to client: