

The Briefing Checklist: 10 Points for Your Video

1. Goal and Purpose of the Film

- ☐ What message should the film convey?
- ☐ What is the primary objective (e.g., strengthening the brand, recruiting employees, introducing a product, imparting knowledge)?
- ☐ Who is the target audience (customers, investors, job applicants, students, industry professionals)?
- ☐ How will you determine whether the film has been successful?

2. Type of Film and Desired Style

- ☐ Should the film be factual, emotional, creative, or humorous?
- ☐ Will it feature live-action footage, animation, or a combination of both?
- ☐ Which films do you like—and which ones do you dislike?

3. Content Requirements

- ☐ What are the key messages that must be communicated?
- ☐ Should the film include interviews, voice-over narration, on-screen text, or animations?
- ☐ Are there specific people, products, locations, or processes that must be shown?
- ☐ Is there any content that must be excluded—for instance, due to data protection or legal reasons?

4. Technical Requirements

- ☐ What is the planned duration (e.g., 60 seconds or 3 minutes)?
- ☐ In what formats should the final files be delivered (Full HD, 4K, landscape, or portrait for social media)?
- ☐ Do you require subtitles or versions in multiple languages?
- ☐ Are there any special requests, such as drone footage or special effects?

5. Filming Locations and Logistics

- ☐ Where will the filming take place (company premises, an external location, a studio, or outdoors)?
- ☐ Are there any fixed dates or constraints—such as operational workflows, events, or holiday periods—to consider?
- ☐ Are any permits or individual consent forms required?

6. Budget Framework

- ☐ Do you have a rough idea of the budget, or is there a set financial limit?
- ☐ What should be included (e.g., music licenses, voice-over artists, animation, subtitles, different versions)?
- ☐ Is this a one-off production or part of a series?

7. Schedule and Deadlines

- ☐ By when must the film be completed, and is there a specific occasion or event?
- ☐ Are there set milestones for filming, editing, and final approval?
- ☐ When will your points of contact be available for coordination (e.g., considering vacations or company holidays)?

8. Music, Voice-overs, and Branding

- ☐ Should the project use royalty-free music, or should music be composed specifically for it?
- ☐ Is a professional voice-over artist required? If so, in what language and with what tone?
- ☐ What are the requirements regarding corporate design (logo, colors, fonts, animation style)?

9. Publication and Usage

- ☐ Where will the film be shown (website, social media, trade fairs, events, intranet, training sessions)?
- ☐ Do you need shorter versions or clips—for example, for Instagram or LinkedIn?
- ☐ Is the film intended to remain in use for several years?

10. Points of Contact and Approvals

- ☐ Who will be your primary contact for the video production?
- ☐ Who has the authority to approve the script and the final film?
- ☐ Are there internal approval processes—for instance, involving management, the legal department, or the communications team?

Do you have any questions? Do you need a video or a film? Get in touch:

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