

Video Commissioning Guide

When commissioning a video production, whether for online, broadcast or other with 888 Studio it is important to identify a clear working brief. Answering the following questions helps us produce a creative proposal and a proper estimate of cost for your project.

1. What are the project's aims and objectives? What are you trying to achieve by producing a video?
2. Who is the video being produced for? Who is the target audience?
3. Where will the video be watched? In what environment/ setting will the video be used?
4. What is the main content of the film? What key information are you trying to communicate to the audience?
5. What is the tone of the video? How do you want the audience to feel when they are watching the video? What reaction do you want from the audience at the end of the film? What should they think, feel and do when they have watched the film?
6. Have you got any initial ideas about the style of the video? Have you seen any other similar videos that you like/dislike?
7. What is the deadline for the finished video? When do you need to start using it?
8. How will the video be distributed? DVD? Web Video? Podcast? PowerPoint?
9. How will the video be packaged? Will the video require any specialist packaging or the production of support material?
10. Is there a set budget? What level of investment are you making in this project? What return on investment are you hoping to achieve?

