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Client Details

- Company Name
 - P O box Address
 - Physical address
 - Telephone
 - Fax
 - Email
 - Web
- Responsible Person
 - Direct land line
 - Mobile
 - Email

The Brief

1. Date brief submitted
2. Deadline
3. Type of video
4. Language.
5. Proposed length of final video. ^{Note 1}
6. Target audience.
7. Business objectives of video ^{Note 2}
8. Do you require a voice over? Yes No if Yes name your preferred artist or describe the style of voice you require i.e. Male/Female, fast/slow, etc. enter details below
9. Do you require actors? Yes No If yes enter your thoughts below
10. Do you require TCH to provide a script or will you supply? TCH We
11. If you are providing the script do you want TCH to rewrite it for video use? Yes No
12. Do you require animations and motion graphics Yes No

13. Will we shoot any people or actors talking? Select all that apply

- Talking head
- Standing still
- Walking
- With interviewer
- Studio setting
- Set Design
- Teleprompter

13. Do you require TCH to source any collateral? Click all that apply

- a. Video Clips
- b. Still Photos
- c. Documents

14. Give details of shoot locations and approximate dates ^{note 3}

15. Delivery method for final product ^{note 4}

16. Points 1 to 15 above are the basics, now give us a detailed brief as to your own thoughts and requirements

Notes:

1. For conference use a length of between 4 and 6 minutes is recommended, corporate videos should be in the region of 10 minutes, the length of a training video will be determined by the amount of information to be imparted but typically length is not an issue.
2. Attract sales, demonstrate products, corporate profile etc.
3. Address, contact name and cell phone number
4. DVD, Streaming Video, Web Hosting etc.