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Video Toolkit Pre-Production Questionnaire

What is the point of this/these video(s) Why are they being made?

Who is the target audience?

How do you choose to communicate with your target audience?

Is the audience familiar with your product/service?

What are 2-4 take-aways from the video(s)?

What are you hoping to achieve with the video(s)?



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Is there a call to action? What do you want the viewer to do after watching the video?

How should the viewer feel after they've finished the video(s)?
i.e inspired, ready to sign up, wow this company is fun etc.

Where will the video(s) live?
i.e Blog? In app? Landing page? YouTube? Website homepage?

When would you like the video(s) to be completed?

What do they involve in terms of content? Scripting etc?

Where are the videos going to be filmed?
i.e. on location? a studio? Multiple locations?