



animation
studio

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Below you find our standard brief, which helps us get to know you, your company, the product/service that we are going to visualize in as much detail as possible. The brief doesn't answer all the questions, but it helps us to correctly formulate the missing ones. It will take you 15 minutes to fill out. Questions that seem irrelevant to you, or you aren't ready to answer, just skip.

Question	Answer
Contacts	
Your name	
Contacts	Please share your e-mail, phone number. Do you prefer to communicate via e-mail or in a messenger (which one)?
How did you find us?	<ol style="list-style-type: none">1. Google.Adwords2. Google Search YouTube / Vimeo3. Social media4. Recommendations5. Other
Company info	
Company's name	
Online pages	Please share your website and any other platforms, where we can learn more about your company
What does your company do? Specialty?	The more you can share-the better.
Location	Where is your company located and your audience?
Brand book	If you have a brand book or any brand guidelines
Product info	
What is your product? Its benefits?	What will be the video about? What are its best characteristics?

Target audience	<p>If there is more than one group of TA, it would be better to describe each one separately.</p> <ol style="list-style-type: none"> 1. Who is your potential client? 2. What problems/difficulties do they have? 3. Their main worries? 4. Their hopes regarding your product? 5. What extras can you offer?
What problem does your product solve?	<ol style="list-style-type: none"> 1. What is the main problem of your clients? 2. The reason behind the problem? 3. How did your client try to solve it before? 4. Main benefit of your product in problem-solving?
How does your product solve the problem?	
Competitors	<p>Who are your competitors? Can you share their links, websites?</p> <p>What are the differences between you and competitors?</p>
Video	
Video type	<p>Explainer, image video, video presentation, advertisement, infographics, video guide, post-production, other?</p>
What should be a tone/vibe of the video?	<p>Formal, informal, with humor, cheeky, confident, reliable, trendy, etc.</p>
Purpose of the video	<p>What should be the end result after the video is done? Why do you need this video?</p>
Successful or not?	<p>How will you understand that the video is successful? What are the criteria of success?</p>
Means of contact with target audience	<p>Where will be the video placed?</p>
Main idea of the video	<p>What should the audience understand after watching the video?</p>
References	<p>Do you have any examples/references that you like? If so, what do you like about them? Style? Illustrations? Colors? Animation?</p> <p>Please share some video examples of your competitors that you think are successful and good?</p> <p>Please share some video examples of your competitors that you think are bad and you don't like?</p>
What else would you like to include in the video?	<p>Live action? 3D elements?</p>
Language	<p>What should be the language? One or more?</p> <p>What voices do you prefer? Male? Female? Child? Do you have any preferences?</p>

Length	How long do you want the video to be?
Budget	We can work around your budget and suggest ideas and technics based on it.
Deadline	Do you have a certain date when you need the video to be complete?
Technical requirements for the video	
Additional	<ol style="list-style-type: none"> 1. In your opinion, what else should we know about your product to achieve the best result? 2. Do you have any special requests for the video? (for example, what is worth showing in the video and what is best avoided). 3. Please share any suggestions and comments to the forthcoming work in free form.