Today’s Date:
Lion Contact:
Project Name:

**Lions Video Job Brief**

Target Length/Running Time:

1. What is your communication objective for this video?
2. Who is your target audience?
3. If utilizing existing footage or elements, what are they?
4. If shooting new footage, what are you looking to capture? (Include any applicable dates and locations.)
5. Identify 3-5 key people to be interviewed when shooting new footage (beneficiary, Lion, community partner).
6. What key messages and information would you like to include? (Provide any specific phrases and messages consistent with your other materials.)
7. What feeling or impression do you want the audience to have? What would you like for this video to reinforce or establish with the viewer?
8. How will final edited video be used? Where will it play (online/social, broadcast, meeting/event)?
9. What is your call to action? What URL would you like included?
10. What is the due date?