**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12047&utm_source=template-word&utm_medium=content&utm_campaign=Video+Production+Request+True+Form-word-12047&lpa=Video+Production+Request+True+Form+word+12047)**

**Video Production Request Form**

**CLIENT**

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| Enter client name. |

**REQUESTOR NAME / DEPARTMENT**

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| Provide your name and department for contact and tracking purposes. |

**BRAND PRODUCT**

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| --- | --- | --- |
| Enter brand name. |  | Enter product name. |
|  |  |  |
| Client contact name  Phone number  Email address  Mailing address line 1  Mailing address line 2  Mailing address line 3 |  | Your company contact name  Phone number  Email address  Mailing address line 1  Mailing address line 2  Mailing address line 3 |

PROJECT

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| --- |
| **PROJECT NAME/TITLE** |
| Enter a title that clearly identifies your video project. |
| **DESCRIPTION** |
| Briefly describe the video, its goals, and any key messages. |
| **PURPOSE** |
| Describe the purpose of this project. |
| **OPPORTUNITY** |
| Describe the ultimate impact of this project. |
| **CORE MESSAGE AND CALL TO ACTION*?*** |
| Describe what we are saying. What action do we want the user to take? |
| **OBJECTIVE** |
| What does the project work to achieve, and what are the challenges it faces? |
| **TYPE OF VIDEO** |
| Choose the video format (promotional, educational, testimonial). |
| **SCRIPT / STORYBOARD** |
| Attach a draft script or storyboard, or indicate if one needs to be created. |

SUBJECT

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| **PROJECTED TIMELINE / IMPORTANT DATES / DEADLINES** |
| List important dates for shooting and final delivery. |

BUDGET

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| **AMOUNT** |
| Detail the budget available, noting any financial limits. |
| **ADDITIONAL FINANCIAL PROJECTIONS / NOTES** |
| Enter any additional budget notes. |

TARGET AUDIENCE

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| **PROJECT TARGET** |
| To guide the style and tone, specify whom the video is intended for. |
| **BRAND TARGET** |
| Whom does the brand speak to? |
| **DESIRED REACTION** |
| What actions do you wish your market to take? |

ATTITUDE

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| **PROJECT TONE** |
| What traits are we trying to convey? |
| **BRAND** |
| What characteristics define the brand? |

COMPETITIVE ANALYSIS

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| **REFERENCES** |
| Note down research, inspiration, and styles you find in similar industries or elsewhere. |

DEPLOYMENT AND MEDIA STRATEGY

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| Website embed, email campaign, shown in office or event, etc.  Who will host? Self, online platform, etc.? |

RESOURCES

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| **CONTENT/PREVIOUS VIDEOS** |
| Attach or reference previous videos for style guidance (existing footage, scripts, locations, actors, graphics, etc.) |
| **EQUIPMENT** |
| Cameras, sound equipment, lighting, editing software, etc. |
| **LOCATION REQUIREMENTS** |
| Describe the shooting location (on location or in a studio). |
| **TALENT/CHARACTERS** |
| List people appearing in the video, noting if they are employees or hired actors. |
| **SPECIAL REQUIREMENTS** |
| Specify any special effects, CGI, or unique techniques needed. |
| **GENERATIVE AI USE** |
| Check if generative AI can be utilized in the design process. |

COMMENTS AND APPROVAL

|  |  |
| --- | --- |
| **STAKEHOLDERS/APPROVAL PROCESS** | |
| Name the individual(s) responsible for reviewing and approving the video. | |
| **ADDITIONAL COMMENTS** | |
| Provide any other information relevant to the video production. | |
| **DATE** | **SIGNATURE** |
| Enter date | Sign here |

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