



Video Questionnaire

To better understand your purpose and vision for your video please answer the questions below to the best of your ability. (Wrong answers will be marked and used for later shaming)...kidding!

- 1) What is the purpose of the video (i.e. new employees, highlight a new product, company culture, etc.)
- 2) Who is your target audience?
- 3) What are the key messages you want to get across?
- 4) What is your timeline? (Include a publish date and as many details as possible here)
- 5) What is your budget?
- 6) What emotion do you want viewers to feel?
- 7) What materials will you provide?
- 8) Who will be the main point of contact?
- 9) Are these videos a part of a marketing strategy or campaign? If so, please explain.



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Additional questions if you will be only using editing services and are sending us footage previously captured.

- 1) Is the video in raw form or has it already been put into a project with permanent graphics and editing?
- 2) What resolution is the footage/ what did you film on? (i.e. Sony, iPhone, Red)
- 3) What is the file type? (.mp4, .wav, mov)
- 4) How much footage are you sending?
- 5) What method are you using to send the footage? (Note: Large files may need to be mailed via hard-drive, as they will take up too much room on an online sharing service.)
- 6) What is your end goal for your footage? (Deliverables, length/purpose of video)