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**Brief** – standardized application form in order to start production. The more detailed you fill out the document, the better we will understand you.

Please send the completed brief saved in the same file to the e-mail address easyvispro@gmail.com. *Also send all the necessary information (logo, image, video, text) to the e-mail together with the completed brief.*

|  |  |
| --- | --- |
| Info about your Company  *Site, contact person* |  |
| Goal of the video |  |
| Target audience |  |
| What kind of issues this video should solve (optional)  *Please indicate few problems, which your brand was faced to and indicate how you’d like to solve them* |  |
| Why customers should buy exactly your product *(Uniqueness description)* |  |
| What is the supposed action of the spectator after watching the video?  *Indicate one possible action (for example: call, leave contacts…)* |  |
| Where are you going to show your video (Internet, TV) |  |
| Few examples of works on this topic, which attracted you  *Please, place links here* |  |
| Video duration  *Seconds* |  |
| Your vision of this video  *What should happen inside this video?* |  |
| What is the way of appearing text information inside the video?  *Titles, which will appear. Please provide full cast for last titles.* |  |
| Which text should narrator announce?  *Indicate accents in brand names, avoid abbreviations, indicate desired intonation in the voice* |  |
| Narrator’s voice  *Specify the desired tone of voice, sex, or give an example of a narrator's voice* |  |
| Desirable music background  *Genre, tempo, mood.* |  |
| Additional info, which needs to be indicated  *License, duration of event, warnings about harm to health, possible risks warnings.* |  |
| Deadlines |  |
| Approximate budget |  |
| Any additional info about video |  |

Thanks for fulfilling the brief!

We hope this information will help us to create successful collaboration.