

BEFORE WE MEET QUESTIONNAIRE

1. WHAT IS THE GENERAL PURPOSE AND OBJECTIVE FOR THIS PROJECT?
2. IS THERE AN ESTIMATED BUDGET RANGE FOR THIS PROJECT? DESCRIBE THE SUBJECT MATTER.
3. WHO IS THE TARGET AUDIENCE? WHAT FIVE WORDS BEST DESCRIBE YOUR MAIN AUDIENCE?
4. WHAT ARE THE CORE MESSAGES YOU WANT TO CONVEY?
5. WHAT IS THE TONE OF THIS PROGRAM? IS IT SERIOUS, FUNNY, ETC?
6. WHAT DO YOU WANT PEOPLE TO DO AFTER WATCHING YOUR VIDEO (CALL TO ACTION)?
7. DO YOU HAVE A SIMILAR VIDEO PROJECT YOU CAN SHARE WITH US?
8. WHEN IS YOUR DEADLINE?
10. WILL THE VIDEO BE PART OF A BIGGER PROJECT OR STAND ALONE?
11. WHAT IS THE APPROVAL PROCESS?
12. WHAT HAS YOUR EXPERIENCE BEEN WITH VIDEO BEFORE?
13. WHAT IS YOUR EXPECTED DURATION OF THE VIDEO?
14. IS THERE ANY ELEMENT, IMAGE, MASCOT, GRAPHIC YOU WANT INCLUDED?

