

Video Briefing Checklist

Define the purpose, audience, message, proof, timeline, and success criteria before production begins.

Use this with your project team.

Short answers are enough. The goal is to make the first production conversation more useful—not to manufacture a perfect brief.

PROJECT / WORKING TITLE

ORGANISATION

BRIEF OWNER

TARGET LAUNCH DATE

Build the brief around the decision.

Complete what you know. Mark what still needs to be clarified.

1

Business outcome

What must change after people watch? Name the decision, behaviour, understanding, or confidence the film must support.

2

Audience and belief

Who is the priority audience? What do they believe now, and what should they believe after the film?

3

Message and proof

Write the one message that matters most. List the facts, people, locations, demonstrations, or evidence that can make it credible.

4

Use, formats, and channels

Where will the film be used? Note the master format, cut-downs, languages, captions, aspect ratios, and any usage constraints.

Protect the production path.

Align timing, ownership, access, and success criteria before the work accelerates.

5

People, access, and constraints

Who needs to appear or approve? What locations, permissions, safety requirements, brand rules, legal checks, or operational limits matter?

6

Timeline and review ownership

Record the target launch, important milestones, one decision owner, reviewers, and how feedback will be consolidated.

7

Success criteria

How will the team know the video is useful? Define the intended response and any practical measure available after launch.

Ready for the first conversation?

Confirm the essentials below. Unknowns can become the first questions.

Priority audience identified

Business outcome stated

Core message drafted

Available proof listed

Decision owner named

Target timing understood