



• Editing Brief •

Prepared For:

Producer:

Client Point-of-Contact:

Version 1 Due Date:

Final Version Due Date:

CLIENT DETAILS

Client Organization Name:

Description of Client Organization:

Client Mission Statement:

CREATIVE

VIDEO TYPE:

VIDEO STYLE:

VIDEO LENGTH:

STONE:

PACING:

THEMES:

DISTRIBUTION PLAN:

DISTRIBUTION SITE LINKS:

SCOPE OF WORK

STRUCTURE:

REVISIONS

Number of Revisions Expected:

VIDEO OUTPUT SPECIFICATIONS FOR DELIVERY

- **Video Format:**
- **Video Codec:**
- **Audio Format:**
- **File size Min/Max:**
- **Delivery expectations:**

BRANDING

- **Color:**
- **Font:**
- **Link to Font:**
- **Font Primary Weight:**
- **Font Secondary Weight:**

INFLUENCES/INSPIRATION

MARKETING

GOALS:

TARGET AUDIENCE:

CALL TO ACTION (CTA):

Message Text *(include CTA text and any links):*

CLIENT PRODUCT/SERVICE HIGHLIGHTS:

KEY MARKETING MESSAGES:

MARKETING STORY

Marketing Motivation	Execution

TECHNICAL DETAILS

VIDEO

FOOTAGE DESCRIPTION BY SHOOT DATE:

CAMERA INFORMATION

A CAM:

- **Lens:**
- **File Format:**
- **Record Setting:**

B CAM:

- **Lens:**
- **File Format:**
- **Record Setting:**

SOUND

AUDIO

MUSIC:

ADDITIONAL MEDIA