



## 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**





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