



[sayitwithpixels.design](http://sayitwithpixels.design)

## VIDEOGRAPHY CREATIVE BRIEF

Email: [create@sayitwithpixels.design](mailto:create@sayitwithpixels.design)

Skype: [@sayitwithpixels](https://www.skype.com/people/sayitwithpixels)

Call: [412-254-6947](tel:412-254-6947)

PROJECT TITLE			
CLIENT NAME			
BRAND			
PRODUCT			
POINT OF CONTACT NAME		PHONE	
EMAIL		MAILING ADDRESS	

<b>PROJECT</b> purpose and opportunity	
<b>OBJECTIVE</b> what does the project work to achieve?	
<b>TARGET AUDIENCE</b> who are we trying to reach?	
<b>ATTITUDE</b> style and tone	
<b>MESSAGE</b> what is the key idea to be remembered?	
<b>TECHNICAL DETAILS</b> equipment and tools necessary for shoot	

**DELIVERABLES  
& FORMAT**

describe key pieces  
to be produced for  
what media?

**SCHEDULE**

projected timeline,  
important dates,  
locations, deadlines,  
etc.

**BUDGET**

Turnaround time

**COMMENTS**