We want to know about your company, brand and vision (partly because we’re nosey) so we can strategically customise a video solution that will get your audience excited.

This questionnaire is designed to give us a clear understanding about you and how we can best bring your project from concept to completion…it will also give us an opportunity to scratch our heads and bring our best ideas along to the free consultation.

***Please take some time to consider each of the following points:***

Name of your company/organisation:

Who will be overseeing this project, please provide their name(s) and contact details.

Please indicate who will be signing-off the final production.

Briefly describe what your company, product or service does:

What is the purpose of your video? What do you hope to accomplish?

Who are your main competitors?(Please provide their web addresses)

What makes you unique – what separates you from your competitors?

Please describe your target audience/demographic? What motivates them to need a product or service like yours? How are you catering for their needs? – is this different from your competitors?

What is the goal of this video project? What do you want the main ‘takeaways’ to be after people watch this video?

Are there any ‘do’s’ and ‘don’ts’ we should be made aware of? For example – Tonality to either use or avoid, certain buzzwords to focus on or avoid, etc?

Are there any videos out there that you’d like to emulate in this production? Please provide

links.

What is your budget for this project? We won’t ever limit your imagination, however the budget will, it will also help us to realistically frame this project.

Any additional thoughts, suggestions you’d like to add?

***Thanks for taking the time to fill this out. We will be in contact very soon.***