



## Creative brief for a video commercial

Dear client, please fill in the fields, given in this document, this will help us prepare the preposition on creating a video project for your company in shortest period of time.

### 1. Information about the company

Name of the company:	Age of company:
Current webpage (if available):	
Company profile:	
Products offered by company:	
Product price range: €	
Company mission:	
Main task for a video commercial:	

### Information on competitors of the company

Name	Link to a website/video	Pros	Cons
Why are you better than your competitors:			
Any additional information about your company:			

### 2. Information about the advertised product (service, event)

Product description:	
Product advantages:	
Product disadvantages:	
Any additional information about the product:	
How much does the advertised product cost: €	



### 3. Information about your target audience

Geographical area of activity:

Demographics of the target audience:

Target audience: kids men women in relations single

The age of your target audience: 0-18 18-25 25-35 35-50 50-70

Monthly income of target audience: 500-1000€ 1000-3000€ 3000-7000€ more than 7000€

Interests of your target audience:

Education of your target audience: primary secondary higher education

Occupation of your customer:

Type of your consumer: conservative modern innovator

Marketing research results  
(if there were any)

Marketing problems  
(if possible that product  
creates a negative image)

### 4. Tasks & Goals of a video commercial and overall appearance

Main goal: announcement for a product/service increase the customer flow promote the brand

Type of a video: image game directed animated report

Тон обращения: serious active aggressive playful kind positive corporate  
motivating romantic other

Key message (what do you  
want to say about the product)

What should be shown in  
video commercial:

If there anything that  
should never be shown:

Any additional wishes or  
comments for creating a  
video commercial:

### 5. Sound design of a video commercial

Musical background: stock music original music no music

Type of musical background: active calm classic modern

Voice of narrator: child man woman mid age elderly

Language of a voiceover: English Russian other

Will the commercial be adapted to other languages: no yes



## 6. Technical information

Chronometry: 5 sec. 10 sec. 15 sec. 20 sec. 30 sec. other

Will the video be adapted to other time chronometry upon completion: no yes

Format of a video: 4:3 16:9 scalable

Video will appear: in internet on the following TV channels

## 7. Additional information

Project manager from client's side:

Time terms for the project:

Estimated project budget:

*Press the button to send the filled brief, using any mailer application (like Outlook or Mailer), or to save the file and send it in any other way, comfortable for you.*

## About our company

Computer Graphics Ant — is a Latvian based company, which offers integrated solutions for the design and marketing. The profile of our activity includes: 3D modeling, visualization and animation, graphical design and illustration, photo shooting services, development of animation and video from production to the complete product, development of the websites of any complexity, from “business card” website to fully functional online store. As well as online and offline marketing and event management.

## Experience

We try to keep our online portfolio ([www.cgant.com](http://www.cgant.com)) updated at all times and we are proud of our reputation among our clients with loud names in today's market.

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