**Terms of reference for creating a video**

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| **Customer Information** | **Please fill in after the explanation** |
| **Full Name of the Customer   Position held  Contact details** | Ivanov Ivan Ivanovich  CEO  Telephone number:  E-mail:  Skype: |
| **How did you find out about us or found us?** | * Yandex. Direct (Yandex contextual advertising) * Google. Adwords (Google contextual advertising) * Yandex (organic issuance) * Google (organic issuance) * YouTube (which video?) * Social networks (VK, Facebook, others?) * On the recommendation (from whom?) * Re-order * Other (please describe in your own words) |
| **Information about the company, product** | **Please fill in after the explanation** |
| **Name of the company, organization** | What is the name of your company? |
| **Geography (country, city)** | Where is the company located territorially? And in which countries, cities, do you carry out commercial (or non-commercial) activities? |
| **How the company is represented in the Internet** | The addresses of the company's website, pages in social networks, a blog, etc.? Any links about the company are welcome. |
| **Description of product / brand / services, about which we create video** | A detailed description of the object, which will be discussed about the video. Links are welcome. |
| **The image of a typical customer (the target audience of the product)** | If there are several segments of TA, the following questions should be answered for each segment separately: 1. Who is your potential customer? 2. What does your client really want? (what are the secondary benefits of your product?) 3. What is his the most painful point? (that clerical button on the chair, which every time reminds him of a problem) 4. His main fears and frustrations? (which spoil his appetite and sleep) 5. His greatest desires and dreams? (regarding your product) 6. What can your product from what your client does not know? (what you give over the customer's expectations) |
| **What problem does your product solve?     How does your product solve this problem?** | Now more about the problem itself. 1. What is your potential customer's problem? What is its essence? 2. What is the cause of this problem? 3. What solutions have your customers already tried to solve their problem?  4. What is the key, the main value is your product for the client? Measurable and specific. |
| **Competitive environment** | Give 5 of your main competitors (title, link to the site, perhaps a brief description of the strengths and weaknesses of each). |
| **Difference from competitors** | List the main differences from competitors in your market. It is appropriate USP. Why does your product solve the problem of the target audience better than its competitors? |
| **The purpose of the video** | To correctly determine the purpose of the video, answer the question "What kind of action do I expect from the viewer after watching my video?". |
| **Criteria for achieving the goal** | How will you know, see or understand that you have already achieved this goal? What indicators do we consider to be a success in creating a video? Measurable and specific.   Examples of indicators: the creation of video for N days, additional N applications or registrations per day from posting video on the site, N additional visitors per day per site, N personal sales per month more and so on . |
| **Marketing channels of distributing the video** | Where exactly will we use the video, in which marketing channels, sales channels?  Examples of channels: on the main page of the site, in the e-mail link of letters, personal sales manager-client, television, group in social networks, broadcast at the exhibition, negotiations with investors, etc. |
| **Key message to the viewer** | One key message (message) that the viewer should understand after watching the video? |
| **What is most important for you in the video?** | The quality of the final product, the plot (idea), the cost, the criterion of price / quality, payback, other (describe in your own words) |
| **Examples of videos that we focus on** | Which videos would you like to have a video?   Give examples of videos of other companies that you consider successful and explain why?  Give examples of videos of other companies that you consider NOT GOOD and why? |
| **What additional elements will be used in the video** | Do you need to embed 3D elements in the video ? Will there be characters in the video? Is there any special style that you would like to embody in your project? Will you use live shooting? |
| **Estimated timekeeping** | What is the approximate (from and to) length of the video you would like to have? |
| **Estimated budget** | What kind of (from and to) budget are you willing to invest in creating a video? |
| **Special requests** | * Graphic design (colors, design, style). * Scenario (what we show and what does not show - what should not be in the video, perhaps you already have some sketches or ideas, we will be happy to hear them). * Music-noise design (corporate melody, style of music). * Narrator's text (male, female or children's voice, its features, intonation). * "Burning" deadlines? If yes, write a deadline and than such terms are stipulated. * Number of language versions? |
| **Technical requirements for the video** | Media (s), format (s), resolution |
| **Available materials for the development of videos** | What materials are available for possible use when creating a video:   * brand-book or style guide; * text / photo / video / archive materials; * logo in vector format (.eps, .ai, .cdr); * motto / slogan; * other ..? |
| **Video Type** | Explaining video, selling a video, infographic (with statistics, figures), TV advertising, video-instruction (training video), brand video, image video, promo, postproduction, other? |
| **Additional comments** | 1. What else do you think it is important for us to know about the product / brand so that our work is even more effective?  2. What else, what will clarify the task of developing a video, we need to know?  3. And also any wishes and comments for the forthcoming work in free form. |