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 **Creative brief for video projects**

Briefs must be completed for projects between £1,000 - £25,000. Learn more about commissioning work at <http://comms.leeds.ac.uk/suppliers/>

Please send your completed brief to videosuppliers@lists.leeds.ac.uk

**Feel free to email through any examples of work you like to help inform the brief to the same address.**

You should expect to hear receive initial estimates from our approved video suppliers within **two working days** of receipt. To help improve our processes please provide brief feedback to unsuccessful suppliers.

**About your project

What’s the purpose of your project?**

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| **Who are your target audience(s)?**Eg Prospective students, staff, research councils, etc. Is there anything significant you know about them? |  |

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| **What channels will your video be shown on?**Will shorter clips of your footage be required for social media? Will your project need subtitles? |  |

**Timescales

What are your timescales / deadlines?**

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**When do you need the estimate by? (for a very simple brief allow 48 hours but costing any video production can take more than 48 hours, so please allow longer if you can).**

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**Budget and financials

What’s your total budget?**

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| --- | --- | --- |
| **£** |

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**Does the estimate include VAT?**

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| --- | --- | --- | --- |
| Yes |  | No |  |

Mark with an X

 **A bit more detail**

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| --- | --- |
| **What’s your main criteria in assessing the response to this creative brief? How would you like the supplier to respond?**Eg Price, creativity of response to brief or supplier’s previous experienceSuppliers may, if they wish, offer two pricing options as follows:1. An option that meets the requirements of the brief but is under budget
2. The extras that could be offered if the full budget was spent and state the added benefits this would bring

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| **Are there any key messages you want the project to communicate?**Is this work part of a campaign (recruitment, fund raising etc)? |  |

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| **Who will be providing the content? The information, the script, any questions for interviews?** |  |

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| **Who is signing off the project?**Eg Named contact, committee, external organisation, etc. |  |

**Are you supplying your own photography?**

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| --- | --- | --- | --- | --- | --- |
| Yes |  | No |  | Not required |  |

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| --- | --- |
| **What is the tone and style of this project?** |  |

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| --- | --- |
| **Please provide any examples of videos you like**Eg Please include full URLs. |  |

NB You can email these to videosuppliers@lists.leeds.ac.uk

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| **What is your call to action, or what do you want your audience to do as a result of the project? How will you measure it?** |  |

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| **Is there anything else you’d like to add to this creative brief?** |  |

**Your contact details**

**Full name**

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 **Email address**

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**Phone number Mobile number (optional)**

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Please include full area code eg 0113

Form updated: 14 June 2017