

What this is & how to use it

This short template helps you set out everything a production company needs to understand your project, recommend the right approach, and give you an accurate quote. A clear brief saves time on both sides and gets you to a great result faster.

How to use it: fill in as much as you can, then email it back to us or attach it to an enquiry. Not sure about a section? Leave it blank and we'll talk it through together — you don't need all the answers to get started.

1 About you

COMPANY / ORGANISATION

CONTACT NAME

EMAIL

PHONE

DATE

2 What is the project for?

The purpose shapes everything. Are you launching a service, explaining a product, recruiting, or capturing an event? Just describe the problem you're trying to solve.

3 Who is the audience?

Be specific — e.g. "HR managers in manufacturing firms with 50–200 staff" rather than just "businesses". It helps us pitch the tone and visuals.

4 Key messages & tone

The main points you want to land (bullet points are fine), plus the feel you're after.

tone (tick any that apply)

- ☐ Formal / corporate ☐ Friendly / warm ☐ Energetic / modern ☐ Premium / cinematic
☐ Fun / playful

5 Practical details

FILMING LOCATION(S)

Your office, a hired studio, multiple sites, or a mix?

PEOPLE ON CAMERA

Someone in mind, or do you need a presenter / voiceover artist?

DEADLINE

Tied to a launch or event?

DELIVERABLES

Website cut, social versions, etc.

BUDGET RANGE (TICK ONE)

☐ Under £2,000 ☐ £2,000–£5,000 ☐ £5,000–£10,000 ☐ £10,000+ ☐ Not sure yet

6 References & anything else

Videos you like (yours or others'), brand guidelines, or anything else we should know.

Send your completed brief to us and we'll come back with ideas and a quote.

Call 02380 016560 • zealousmedia.co.uk/get-a-quote

Zealous Media
Video Production — Southampton & UK-
wide