Video brief

Tell us about the project

Please fill in the form and email back to [info@sookio.com](mailto:info@sookio.com). Thank you!

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| --- | --- |
| **Business name** |  |
| **Your name** |  |
| **Phone number** |  |
| **Email** |  |
| **Website** |  |
| **1. Tell us about your business!**  What do you do, how large is the company, where are you based, who are your typical customers? | |
| **2. What is the purpose of the video?**  To create an impact? To convert leads into sales? To give an insight into your company? | |
| **3. Tell us about the target audience**  Are they existing and potential customers, investors, donors, funders, male or female, old or young or in different parts of the world... | |
| **4. Do you have any similar videos in mind?**  Please paste links to videos that you like | |
| **5. What's the duration?**  Shorter videos of 1-2 minutes are more likely to be viewed, but longer content can be just as engaging, depending on your goal and platform | |
| **6. What are the timeframes? What is the sign-off process?** | |
| **7. What do you value most?**   * Quality of finished content * Speed of turnaround * Creativity * Cost of service * Other | |
| **8. What budget are you working with?**   * £5000+ * £10000+ * £15000+ * £20000+ * £30000+ * £50000+ * Other *Tell us more - all guidance is helpful* | |
| **9. Do you have a plan for promotion?**  We can also offer strategic support | |
| **10. Where will it be hosted?**  Will the video be on your website, optimised for mobile, on your social media channels? On YouTube, Vimeo or a different platform? | |
| Keep in touch!  Visit the [Sookio website](https://www.sookio.com/training) to find out more about our workshops and training.  Why not [sign up for digital marketing tips](https://www.sookio.com/mailing-list) while you’re there?  Call us on 01223 795079 and chat to the team.  Join us on [Twitter](https://twitter.com/sookio), [Facebook](https://www.facebook.com/sookioltd), [Instagram](https://www.instagram.com/sookio/), [YouTube](https://www.youtube.com/Sookio) and [LinkedIn](https://www.linkedin.com/company/3087432/admin/)  Call in to St John’s Innovation Centre, Cowley Road, Milton, Cambridge CB40WS | |