

Video production strategy

	PROJECT NAME
THE PLOT	
Aims	e.g. Improve conversion on website, increase engagement on social channels
Audience	e.g. Which groups of customers
Core message	e.g. Add your video tagline here
THE STORYLINE	
Creative treatments	e.g. What colour background, what fonts to use
Scriptwriting	e.g. Text flyouts: Highlight product features and benefits in brief statements
Storyboarding	e.g. Models demonstrate item worn, Zoom in to details, Finish with brand slide
Soundtrack	e.g. Calm/uplifting music
Timing	e.g. Product videos: 30 seconds
STORYBOARD BRIEF	
Video 1	e.g. Write a brief list of the actions you want the models to take
Video 2	
Video 3	
Video 4	
CAST & CHARACTERS	
Location	e.g. Studio, plain white background
Models	e.g. Gender, age, look, plus how many models
Props	e.g. Any props you need to take
Logistics	e.g. Order product samples in models' sizes, Check stock quality, Iron any outfits beforehand
FEATURING	
Stock	e.g. List your products here
Output	e.g. Videos: How many? What format? e.g. Photography: How many? What format?
LOCATION	
	e.g. In studio
PROMOTION	
Platforms	e.g. Website (product details pages), Twitter, Facebook
Creating assets	e.g. MOV (upload to YT), + still JPGs. Square 1200px for website, Rectangle 1200px x 628px for social
Storage of assets	e.g. Share via Dropbox, company to store original files
Publish & promote	e.g. Rolling program: Publish and promote each video on all channels for 1 month
Assess results	e.g. Monitor product conversion rates before, during promo and after
Note learnings	e.g. Video format, length, style; Promotion tactics