### 

## Marketing and Communications

Video project work plan

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| **Client Name:** | **(Author of brief)** | **Project Name:** |  |
| **Faculty/ Area:** |  | **Date:** |  |
| **School name:** | **(if applicable):** | **MC Contact:** |  |
| **Client phone:** |  | **Contact phone:** |  |
| **Client email:** |  | **Cost Code:** |  |

#### **PART A -** CREATIVE BRIEF:

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| **Overview:** | |
| (Please provide some background on the project; explaining the purpose and objectives for the video). | |
| **Who are you talking to?** | |
| (Who is your target audience and what do they currently think, feel or believe about your product or the category/ industry for which your product belongs?) | |
| **What is the single minded proposition?** | |
| (What is the **one** thing you want to communicate to your audience which addresses these concerns or beliefs?) | |
| **Why will they believe you?** | |
| (What unique attributes does your product have to offer to your target audience) | |
| **Mandatories:** | |
| (What logos, wording, call to action, specific footage etc are required in the video?) | |
| **Other creative considerations:** | |
| **Tone of voice:** | e.g. quality, professional, energetic, emotive, vibrant, leader |
| **Look and feel:** | e.g. sandstone architecture, students abuzz, using high quality facilities |
| **Location:** | e.g. Hub Central entrance (with students in background) |
| **Music:** | e.g. vibrant energetic up beat. Provide reference if possible |

#### **PART B** – PRODUCTION BRIEF:

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| **Budget** | **Talent (do you have a budget to hire/ remunerate talent?)** | $ |
| **Production (how much budget will be reserved for production,?)** | $ |
| **Music (how much budget for purchase of music or music composition?)** | $ |
| **Distribution/ Despatch: (are there any costs involved with distribution of material?)** | $ |
| **Media: (e.g. web banners or TVC spots)** | $ |
| **TOTAL COST:** | $ |

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| **Talent** | **No. talent required:** |  |
| **Talent description:** | e.g. female, 18-20, first year engineer student. |
| **Usage details:** | e.g. SA, National or international? 3 months, 12 months or in perpetuity? |

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| **Location(s)** | **Description** | e.g. hub central |
| **Time of day** | Lunch time (many students in background) |
| **Other details:** |  |

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| **Hosting** | **Where will you host your video?** | e.g. UofA server (required), and YouTube account? |

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| **Promotion and distribution** | **Your faculty/ area website** |  |
| **Digital signage on campus** |  |
| **Your faculty/ area social media accounts** |  |
| **UoA Social Media sites (please specify)** |  |
| **Live viewing (lectures and events)** |  |
| **Email to Students/ staff** |  |
| **Email to contacts outside the University** |  |
| **Other (please specify)** |  |

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| **Project Timeline** | **Brief to MC / external production company:** |  |
| **Commence concept development:** |  |
| **Storyboard / shot list sign off:** |  |
| **Pre-production meeting:** |  |
| **Shoot:** |  |
| **Post production:** |  |
| **Final online edit for approval:** |  |
| **Dispatch:** |  |
| **In market date:** |  |

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| **How will you measure success?** |
| **E.g. Number of views on YouTube, attendance at an event?** |