

Video Project Questionnaire

Thank you for thinking of [Studio name] for your video. These questions help us understand what you need before we put a quote together. Answer what you can, skip what you don't know yet, and we'll talk through the rest.

1. About you

Your name, company and role:

The best email and phone number to reach you:

Who else will be involved in the project, and what is their role?

Is there a date the finished video must be ready by? What is it tied to?

2. The video

What is the video for? What should someone do or feel after watching it?

Who is the audience?

Roughly how long should it be?

Do you need more than one version, such as a short cut, a teaser or clips for social media?

3. Where it will play

Where will people watch it: your website, social media, an event screen, TV or paid ads?

Which shapes do you need: wide (16:9), vertical (9:16), square or 4:5?

Do you need captions or subtitles? In which languages?

4. Story and style

Share two or three videos you like, with a line on what you like about each.

What is the one message the video must get across?

Will there be a script, interviews, a voiceover, or a mix?

Do you have music in mind? Will it need to be licensed for ads or broadcast?

Do you have brand guidelines, logos or fonts we should use?

5. The shoot

Preferred shoot dates, and any dates that are not possible:

Where will we film? Do any locations need permission or a permit?

Who will appear on camera? Will anyone under 18 appear?

Would you like aerial (drone) footage?

6. Review and approval

Who will review the cuts and leave notes?

Who gives the final approval?

How quickly can your team usually send notes on a cut?

Does anyone else need to approve it, such as a legal team or your own client?

7. Delivery

Which files do you need, for example an MP4 for the web or a high-quality master?

Would you like the raw footage? If so, what will you use it for?

Will you need photos from the shoot as well?

8. Budget

What budget range are you working with?

Is there anything else we should know?
