

Enterprise Video Brief Template

A companion resource for The Enterprise Video Production Playbook by William Cook

Purpose: Turn the business job, production inputs and open decisions into one working brief.

Use when: A project is being defined or materially re-scoped.

Owner: The client project owner, completed with the production lead and decision owners.

Not for: Making an unresolved project appear approved or replacing the signed scope.

Version: []

Date: []

Project owner: []

Final approver: []

Use Decided, Preferred, Open or Not applicable beside material inputs.

1. Project context

Business unit / initiative

[]

Why this project exists now

[]

Primary business objective

After the intended audience watches, what should be different?

[]

Secondary objectives

[]

How the organization will evaluate the work

Separate production acceptance from channel or business performance.

[]

2. Audience

Primary audience

Role, knowledge, context and viewing environment.

[]

Secondary audiences

[]

What the audience already knows

[]

What may prevent attention, trust or action

[]

3. Message

Primary message

The one idea the audience should retain.

[]

Supporting messages

1. []

2. []

3. []

Evidence available on screen

People, product behavior, demonstrations, locations, facts or examples.

[]

Required exact language

[]

Claims or subjects to avoid

[]

4. Proposed creative approach

Working format

Interview, scripted performance, demonstration, documentary material, animation or combination.

[]

Tone and visual direction

[]

What is open for recommendation

[]

References and the specific quality each reference demonstrates

[]

5. Distribution and rights

Channels

Internal, owned web, organic social, paid, broadcast, event, sales or other.

[]

Markets / territories

[]

Use period

[]

Paid media planned?

[]

Portfolio / behind-the-scenes permission

[]

6. Deliverables

Asset	Purpose	Runtime	Ratio / format	Captions / transcript	Language	Due date
[]	[]	[]	[]	[]	[]	[]
[]	[]	[]	[]	[]	[]	[]
[]	[]	[]	[]	[]	[]	[]

Mark each asset Required at launch, Planned next or Possible future use.

7. Participants and talent

Person / group	Role in story	Approval status	Availability	Release owner	Preparation owner
[]	[]	[]	[]	[]	[]

Professional talent or voice requirements

[]

Participant comfort, access or accommodation needs

[]

8. Locations and access

Location	Exact area	Owner / authority	Access window	Restrictions	Permit status	Backup
[]	[]	[]	[]	[]	[]	[]

Include loading, parking, freight, power, sound, public impact, security and confidential material.

9. Stakeholders and approvals

Decision	Working owner	Required reviewers	Final approver	Response window
Brief and objective	[]	[]	[]	[]
Creative direction	[]	[]	[]	[]
Claims and factual accuracy	[]	[]	[]	[]
Rights and releases	[]	[]	[]	[]
Accessibility	[]	[]	[]	[]
Picture lock	[]	[]	[]	[]
Final delivery	[]	[]	[]	[]

Feedback consolidation owner

[]

10. Accessibility and localization

Applicable accessibility standard / owner

[]

Required captions, transcript, audio description or player outputs

[]

Languages / markets

[]

Translation and linguistic approval owner

[]

11. Commercial and procurement

Working budget range

[]

Budget owner

[]

Supplier onboarding status

[]

MSA / SOW / NDA / PO path

[]

Insurance requirements

[]

Security / data requirements

[]

12. Schedule

Target launch

[]

Reason the date is movable or immovable

[]

Participant / location / event constraints

[]

Approval dates

[]

13. Open questions and assumptions

Item	Type: open / assumption	Owner	Needed by	Scope consequence
[]	[]	[]	[]	[]

Brief approval

Project owner: [name / date]

Final approver: [name / date]

Production partner acknowledgement: [name / date]

From *The Enterprise Video Production Playbook* by William Cook. Published by Luma Creative. Adapt this working document to your organization's requirements.

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