**Video brief**

Brief completed by:

Date:

|  |  |
| --- | --- |
| **Topic** |  |
| **Objectives** |  |
| **Primary audience** |  |
| **Key message**  |  |
| **Call to action**[include a URL] |  |
| **I’d like the audience to think:** |  |
| **I’d like the audience to feel:** |  |
| **I’d like the audience to do:** |  |
| **Budget** |  |
| **Deadline** |  |
| **Available visuals** [description, location] |  |
| **Talent** [name, company, contact, location] |  |
| **Style of video** [e.g. animation, case study, Q&A, narration, instructional] |  |
| **Communications channels**[YouTube, Facebook, Twitter, LinkedIn] |  |
| **Required branding**  |  |
| **Required acknowledgements** |  |

Videos must be produced in line with [MLA’s video guidelines](https://www.mla.com.au/globalassets/mla-corporate/about-mla/documents/mla-video-guidelines.pdf). These guidelines specify the length of videos, depending on the channels they are intended to appear in.

Please email the completed brief to content@mla.com.au, CC the MLA Project Manager. The content team will review and provide feedback within five business days.