**PROJECT BRIEF**

**JOB NAME Job Number & Name.**

**Approved Quote Number**

**JOB TEAM Client**

**Business Development**

**Producer**

| **ABOUT THE CAMPAIGN / JOB SUMMARY** |
| --- |
|  |

| **CREATIVE DIRECTION** |
| --- |
| Do you have a vision?  |

| **REFERENCES** |
| --- |
| Is there something you have seen and loved?  |

| **ASSETS** |
| --- |
| Does the client have any of the following assets to provide.* Existing Script & Storyboard
* Logos & Branding elements
* Supplied Footage
 |

| **FINAL OUTPUTS / DISTRIBUTION** |
| --- |
| What are the agreed outputs? Where are they going and in what format Eg 16:9 / 1:1 / 9:16 |

| **MILESTONES** |
| --- |
| What’s the deadline? What are the other key milestone dates? Eg first edit |

| **BUDGET**  |
| --- |
| Approved Quote / Edit Hours |