

TEMPLATE, ONE OF THREE

Project brief template

For brands briefing film, photography, brand or digital work

A short form for setting out a project before anyone quotes it. Fill in what you know, leave the rest blank, and we will fill the gaps together on a call.

01 The basics

Company or brand

Contact name and email

Who else needs to approve this? roles, not names, is fine

What kind of work is this?

☐ Brand ☐ Film ☐ Photography ☐ Digital ☐ Ongoing content ☐ Not sure yet

02 The project

In one sentence, what is this for?

What has to be true for it to have worked?

What already exists that we should build on? guidelines, footage, a site

03 Audience and message

Who is it for?

What do they currently think, and what should they think after?

One thing this must communicate

04 Deliverables

List the outputs you already know you need. If you are unsure of formats, describe where it will run and we will size it.

Outputs

Where will it run?

☐ Website ☐ Social ☐ Paid ☐ Event ☐ Broadcast ☐ Internal ☐ Print

05 Practicalities

Dates that matter launch, event, campaign start

Locations or access constraints

Budget guidance

Projects are quoted bespoke, from £350 per day. What a project costs depends on crew, days and post, so we give you a range on the call and a fixed quote once the brief is settled.

06 Anything else

References, dislikes, non-negotiables
