SESSION 4

Creative Brief Template

W.K. KELLOGG FOUNDATION

Phase 1: *Create a video brief*

Map out your video project before spending valuable time on production. Use this guide to determine the purpose of the video, who you want to reach, how the audience will view it and a call to action:

Purpose What is the main goal of your video?	
Distribution How will people see this video? Where will the video live?	
Audience Who are the key audiences for this video?	
Call To Action Are you making an appeal for action? What's the most compelling and succinct way to ask the viewer to act?	

Phase 2: *Write a script or talking points*

Writing a script in advance ensures that your messaging stays on target. Scripts and talking points should be succinct statements that are easy to listen to and follow along. Before diving into a script, write out some ideas for narrative structure using the following:

Beginning	Middle	End
What is your organization? What are you trying to accomplish? Is there a problem you're trying to solve?	How is your organization tackling the problem? What are key accomplishments that you can share?	What idea, impression or emotion are you leaving the viewer with? What's the takeaway?

Tips on writing the strongest language for video

- **Less is more!** Spend time choosing your language carefully in order to convey more. Keep in mind the shortened attention spans for videos online.
- **Write visually.** Use language that reinforces what your audience is seeing on screen.
- **Avoid homonyms or convoluted sentences.** Make sure that your words flow clearly.
- **Read your draft out loud** to test its oral legibility and length of time to read.