VIDEO BRIEF TEMPLATE

Type into the boxes on a computer or phone, or print it. Less guessing for creators.

MOJO MEDIA

01 PROJECT TITLE

A short, plain name, e.g. "Spring promo for our bakery"

02 GOAL

What should a viewer do after watching? Call, book, visit, buy, remember your name?

03 AUDIENCE

Who they are, where they live, what they care about.

04 FORMAT

Where will it run? Tick all that apply.

- [ ] TV / streaming
- [ ] Social (Reels, TikTok, Shorts)
- [ ] YouTube / pre-roll
- [ ] Website
- [ ] Not sure yet

05 LENGTH(S)

Tick all that apply; note others in Deliverables.

- [ ] 6s
- [ ] 15s
- [ ] 30s
- [ ] 60s
- [ ] Other

06 PRODUCTION STYLE

How you picture it being made.

- [ ] Traditional crew
- [ ] Hybrid (live action + AI tools)
- [ ] AI-native
- [ ] Open to suggestions

07 CREATIVE STATUS

Where the idea is today.

- [ ] Full script
- [ ] Outline / concept
- [ ] Need help with the idea

VIDEO BRIEF TEMPLATE

Continued: logistics, budget and rights.

MOJO MEDIA

08 SHOOT LOCATION

City / region, or remote / no shoot needed.

09 DELIVERABLES

Masters, cut-downs, aspect ratios (16:9, 9:16, 1:1), captioned versions, raw footage, thumbnails.

10 TIMELINE

First cut due · Final due · Launch / air date

11 BUDGET RANGE

Low to high: a range you could actually approve.

12 USAGE RIGHTS

Where it will run (TV, web, paid social), for how long, which regions.

13 REFERENCES

2-3 ads you like and why, 1 you don't. Brand guidelines, logo, photos.

14 APPROVER & CONTACT

Who signs off on the work? Best way to reach them.

TIPS FOR A STRONGER BRIEF

Plain-language advice for businesses commissioning a first commercial.

MOJO MEDIA

LEAD WITH THE GOAL

One clear action shapes the length, format and budget.

GIVE A REAL RANGE

Creators can tell you what fits instead of quoting blind. Briefs set too low tend to get fewer serious bids.

NAME THE PLATFORM

TV and social want different lengths, framing and pacing. Ask for both if you need both.

LIST EVERY DELIVERABLE

If it isn't written down, don't assume it's included.

RAISE USAGE RIGHTS EARLY

Actors, licensed music and run length can all change the price.

BE HONEST ABOUT CREATIVE STATUS

"We need help with the idea" is a fine starting point and leads to a more accurate quote.

COMPARE ON FIT, NOT JUST PRICE

Look at scope, timeline, revision rounds and past work that matches your style.

ASK BEFORE YOU HIRE

What's included? How many revisions? Who clears music and talent releases? Which files do I get?

Posting a brief on Mojo Media is free. You set the budget range; directors, producers and production companies bid, and you only pay when you hire.

COPY YOUR ANSWERS INTO A NEW BRIEF AT MOJOMEDIAPRODUCTIONS.COM