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| Medieproduktion  Kommunikationsavdelningen |  |

Brief for media production

**Contact information**

*Please state your information here*

**1. Background**

Make a short summary of your vision and need. What do you want us to film, how is the final film to be used, what should it provide you with? Who is the sender of the message? What other activities and/or products is the film intended to be combined or cointeract with?

**2. Goal**

What should your target audience feel, think and do seeing this movie? Any calls to action?

**3. Target audience**

Primary (and if applicable secondary).

**4. Message**

What do you want to communicate to the target audience and what should permeate the film? If you could only say one single thing with this movie, what would it be?

**5. Tonality**

What would you categorize the film as? I.e. lifestyle, documentary, news report, lecture.

**6. Content and narrative**

Specify

A. The different parts of the film, i.e.”student stories”, ”introduction”, ”researchers in action”.  
B. Core issues/questions, script, specific locations/settings and talent (who and how many).

**7. Music or voice over?**

**8. Deadline**

Requested date for delivery and planned date for publication

**9. Distribution**

How shall the final video work for you, and what channels are best in order to reach your target audience(s)?  
Specify where you want to show the video, i.e. conferences, events, web sites.

**10. Length**

Requested final length of the video

**11. Reference material**

Films, audio or still images that you are inspired by and want to use as a reference in this project.