Product video brief

mainstreetprofile.com

Project: _____ Date: _____

Prepared by: _____

1. Brand and product

Exact product name and variant, not the whole range.

2. Product link and photos

Page link plus clean photos from several angles.

3. What the video must make the viewer feel or do

One goal only, for example: want it, then tap Shop now.

4. Audience

A real person: what they believe, what annoys them.

5. Where it runs (platforms) and sizes

Platforms: _____ Sizes: ☐ 9:16 ☐ 1:1 ☐ 16:9

Paid ad, organic post or product page. Tick every size you need.

6. Length

Pick one per cut. A short hook and a long story are different videos.

7. Must-show shots or details

Label, texture, pack in hand, a feature the buyer cares about.

8. Claims you can make (supplied by the brand)

Only what the brand can support. The studio adds none.

9. Words never to use

Banned claims, competitor names, tone you dislike.

10. Hook idea (first 2 seconds)

A line or a picture. A rough idea is fine.

11. Tone, with 1-2 reference ads

Paste links. Links beat adjectives.

12. Voice-over or on-screen text

Voice, text or both? Captions? Give 2 sample lines.

13. Music

Your track, or the studio supplies cleared audio. Note any rights limits.

14. Logo and end card

Attach the logo file. Say what the last 2 seconds show.

15. Deadline

The date you need the final file.

16. Who approves

One name. Send notes as one merged list.

Changes inside this brief count as a round. A new product, concept or length is a new brief.

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