

# CREATIVE BRIEF QUESTIONNAIRE

We are pleased to begin working with you. But our aim is your satisfaction and exceptional quality of the final product. To ensure that both of us are doing best of himself to gain the highest quality within the work, we would appreciate, if you take few moments to fill out the form below and send it back to us. In case you have any questions, please contact us.

## XPLAI

1. In a few sentences, please explain what your service-startup does, as well as what this video is to be about.

---

---

---

---

---

2. What is the purpose of your product/service?

---

---

---

---

---

3. What is the purpose of the video introducing your product? What do you want the viewer to do after they watch your video?

---

---

---

---

---

4. When explaining your product or service to prospects, what is it that makes them say, "Wow! That's great!" In other words, what's the magic in your product or service?

---

---

---

---

---

5. What type of animation are you looking for?

*Виберіть усе, що підходить.*

- A cartoon that tells a story based around characters
- A cartoon that does have characters in it, but it also demonstrates actual software or another process using screenshots or diagrams
- An animation with no characters in it at all. Words and images only

Інше:  \_\_\_\_\_

6. Please provide a link (or several) for videos you have found online that you like. This step is extremely useful in helping me understand exactly what it is you're looking for in a video.

---

---

---

---

---

- 7. Will you be requiring any screenshots of the software in the video or specific diagrams that need to be included?

*Виберіть усе, що підходить.*

Yes

No

Інше:  \_\_\_\_\_

- 8. In general, how the video should look like? Is it funny, ironic, teaching, playful or serious, etc?

---



---



---



---



---

- 9. On a scale of 1-10, how funny do you want your video to be? Where 10 = I want people to laugh out loud.

*Виберіть лише один варіант.*

	1	2	3	4	5	6	7	8	9	10	
serious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	funny

- 10. Please describe your target audience that would make the biggest feedback. Who is the most important viewer of your presentation video?

---



---



---



---



---

11. Please tell us as much as you can about your audience for this video.(i.e., How old are they? Are they predominantly male or female or an equal mix of both? Education? Employment?)

---

---

---

---

---

12. Can you show the example of what do you want? Maybe somebody has already created the clip of your dream and we will have a background for further development of your ideas?

---

---

---

---

---

13. What is the ideal length of your video? How much time do we have to make your desire come true, i.e. what is the most strict for sending you the final product?

---

---

---

---

---

14. Do you prefer male or female voice over? Who is provider of the voice over?

---

---

---

---

---

15. Do you have any specific ideas that must be included in your video?

---

---

---

---

---

16. Ethnicity, age and gender considerations: is it important that there is a particular mix of genders, ages or races in your video? Please describe any thoughts or requirements on these issues if it is relevant to your video.

---

---

---

---

---

17. Which colours are preferable for use? Do you have your corporate colour, website, logo, which can be used as a ground for video style? If yes, please provide us with them.

---

---

---

---

---

18. What do you want to be on the very last screen of your video? For example, your logo, your phone number, a specific call-to-action?

---

---

---

---

---

19. Your e-mail

---

---

---

---

---

---

Компанія Google не створювала цей вміст і не підтримує його.

