



THE ROUND TABLE
AGENCY

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Welcome to our studio.

We're going to produce some hype for your brand with a video that creates an emotional connection with your customers. A video has the power to command engagement, improve SEO, and strengthen your brand. We're excited to show your fans a stunning video that's sharable, new, and exciting.

Yours in inspiration,

Sarah & The Jet



01 BACKGROUND

[Please share a short background about you or your organization.
Mission. Tagline.]



02 OBJECTIVES

[What is your vision for the new video?
What are you trying to achieve?
Messaging you would like to convey?]



03 SCALE

[Where will this video live?
What dimensions do you need?
What is the length of time you need?]



04 DEMOGRAPHICS

[Who is your target audience?]



05 COMPETITORS?

[Name some competitors and/or write their websites down here.]



06 INSPIRATION

[Please share your inspiration, mood boards, or other examples for this video.]



07 CONTENT

[Do you have prepared content you'd like to see in your video?]



08 AUDIO

[How do you want your video to sound?
Do you have specific royalty free music?
Sound effects, voiceover?]



09 INSPIRATION

[Do you have an idea or a storyline you would like to see in your video?
Themes. colors.]



10 DEALBREAKERS

[What don't you want to see in your video?
Colors, images, sounds.]



11 TIMESCALE

[Explain any particular circumstances driving the timeline.]



12 BUDGET

[Setting out a rough budget will help us plan the best way to give you the most value.]



Thank you!