**Creative Brief Questionnaire**

A demo video, like any movie or play, needs an effective and targeted script. But, where to start? Simply answer the questions below and I’ll have the information I need to create your script. Often, clients send me existing content such as slide presentations or marketing materials which answer some of these questions.  
  
**1. What do you want the viewer to do after they watch your video?**  
Every demo video needs a specific call to action.  
  
Examples:  
"Contact us today for more information"  
"Download our free trial"  
"Try it today, \_\_\_\_\_\_\_\_ is always free"  
  
It is helpful to know where the video is headed so that everything along the way points in that direction.  
  
**2. Who is your audience?**  
A demo video that is supposed to engage 60 year-old retirees looks and sounds a lot different from a demo that appeals to a 40 year-old business executive. Who are your customers and what do they care about?  
  
**3. What is the core essence of your product or service?**  
Think of this as your headline. Sum up in one phrase what it is that your product or service can do for the viewer. No need to wordsmith the phrase – I’ll do that for you. We will follow this up with more detailed features and benefits.  
  
Here are a few examples from some of my videos:  
"\_\_\_\_\_\_\_\_\_ has streamlined the whole process of Freight Sourcing and Management, automating the process from booking through delivery"  
"\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_is a powerful media analytics platform that centralizes all your media information in one place"  
"\_\_\_\_\_\_\_\_ a robust data management platform to enable marketers like you to reach you target audience anytime, anywhere"  
"\_\_\_\_\_\_\_\_\_\_ is an online behavioral assessment tool that identifies workplace communication and conflict within companies"  
  
**4. What are the key features and benefits of your product or service?**  
Remember, less is more. Four is better than five. Three is better than four. We will use this list to present an overview to the viewer. A demo video is not meant to fully train the viewer to use your product or service. Instead, we want to provide an introduction to your product which piques their interest. So we only want to show the most important features and benefits.  
  
**5. What are the problems in the marketplace that your product or service solves?**  
Videos work most effectively when they follow a simple 3-Act Play structure. We often start by introducing the problems within the marketplace so that we can follow up with the solution (your product or service). It is best to provide at least two to three specific problems that your product or service can solve. This will provide the foundation for the storyline of your video. We need the viewer to relate to these issues. We want problems that your current customers were frequently experiencing prior to using what you are offering.  
  
**6. Who is your competition and how do you differ?**  
  
**7. Okay, now tell me anything more you think I should know about your company, product, or service?**  
  
**8. What videos do you admire?**  
Send links to two or three sample videos of mine, or anyone else's that you like and want to reference for style, colors, or anything at all. This is helpful to know right away so that we tailor your script, animation and overall video design to align with your tastes and expectations.  
  
Next, I’ll provide you with an effective script that I’ll use to design and create a successful demo video for you.