



ZORG SOCIAL

Video Brief Template

A structured brief for planning video advertisements covering approach, style, audience, platform, messaging, and creative direction

Prepared By: _____
Date: _____
Project / Campaign: _____
Version: **1.0** _____

SECTION 1

Project Overview*Basic campaign information and business context***Campaign Name***Give this video project a clear internal name***Brand / Client***Company or brand this video is for***Date***DD / MM / YYYY***Brief Owner***Name and role of the person completing this brief***Campaign Objective***What is the primary business goal this video should achieve? Be specific and measurable.*

e.g., Generate 200 qualified leads for our Q3 product launch within 6 weeks

Success Metrics (KPIs)*How will you measure whether this video achieved its objective?*

Primary KPI	Secondary KPI	Tertiary KPI
e.g., Demo requests	e.g., Video completion rate	e.g., Social shares

Budget Range

- Starter (DIY / Under \$1K) Professional (\$1K–\$5K) Premium (\$5K–\$20K) Enterprise (\$20K+)

Timeline**Deadline / Launch Date***When does this video need to go live?***Production Window***How many weeks are available for production?*

SECTION 2

Target Audience*Who is this video speaking to? Be as specific as possible.***Primary Persona***Describe your ideal viewer. Include demographics, role, and psychographic profile.*

Persona Name	
Age Range	
Gender	
Location / Geography	
Job Title / Role	
Industry	
Income Level	

Psychographic Profile

Interests & Hobbies	
Values & Beliefs	
Lifestyle	
Personality Traits	

Pain Points & Motivations*What problems does this audience face? What motivates their purchase decisions?*

Top Pain Points	Purchase Motivations
1.	1.
2.	2.
3.	3.

Audience's Current Awareness Level*Where is the audience in the buying journey?*

- | | | |
|---|--|---|
| <input type="checkbox"/> Unaware (doesn't know the problem exists) | <input type="checkbox"/> Problem-Aware (knows the problem, not the solution) | <input type="checkbox"/> Solution-Aware (researching options) |
| <input type="checkbox"/> Product-Aware (comparing your product to others) | <input type="checkbox"/> Most-Aware (ready to buy, needs final push) | |



SECTION 3

Advertising Approach

Select the creative strategy that best serves your objective and audience

Primary Approach (Select One)

Choose the main creative strategy. Refer to the ZorgSocial Approach Cheat Sheets for guidance.

<input type="checkbox"/> Emotional	<i>Build bonds through feelings — joy, nostalgia, empathy</i>
<input type="checkbox"/> Persuasive / Rational	<i>Convince with data, logic, and clear ROI</i>
<input type="checkbox"/> Storytelling / Narrative	<i>Embed the message in a compelling story arc</i>
<input type="checkbox"/> Humor-Based	<i>Capture attention through comedy and surprise</i>
<input type="checkbox"/> Demonstration / How-To	<i>Show the product in action</i>
<input type="checkbox"/> Testimonial / Social Proof	<i>Let customers validate your claims</i>
<input type="checkbox"/> Aspirational / Lifestyle	<i>Paint the life they want; your brand is the key</i>
<input type="checkbox"/> Fear / Urgency	<i>Highlight risks or scarcity to drive immediate action</i>
<input type="checkbox"/> Educational / Informative	<i>Teach something valuable; earn authority</i>
<input type="checkbox"/> Comparison	<i>Position against alternatives on measurable dimensions</i>

Secondary Approach for A/B Testing (Optional)

e.g., Persuasive — to test data-driven messaging against emotional variant

Approach Rationale

Why is this approach the best fit for your objective, audience, and industry?

⚡ TIP: Not sure which approach to choose? Use the ZorgSocial Recommendation Engine at academy.zorgsocial.com/recommend/ or refer to the Approach Cheat Sheets.



SECTION 4

Video Production Style

Choose the visual language for your video

Primary Production Style (Select One)

<input type="checkbox"/> Live-Action (Realistic) <i>Real actors, locations, products</i>	<input type="checkbox"/> 2D Animation (Cartoon) <i>Illustrated characters, flexible & fun</i>	<input type="checkbox"/> 3D Animation <i>Computer-generated, depth & realism</i>
<input type="checkbox"/> Motion Graphics <i>Animated text, shapes, data visuals</i>	<input type="checkbox"/> Whiteboard Animation <i>Hand-drawn, progressive illustration</i>	<input type="checkbox"/> Screen Recording <i>Software demos, app walkthroughs</i>
<input type="checkbox"/> Stop Motion <i>Frame-by-frame, artisanal feel</i>	<input type="checkbox"/> User-Generated (UGC) <i>Raw, phone-shot, authentic</i>	<input type="checkbox"/> Hybrid / Mixed <i>Combination of two or more styles</i>

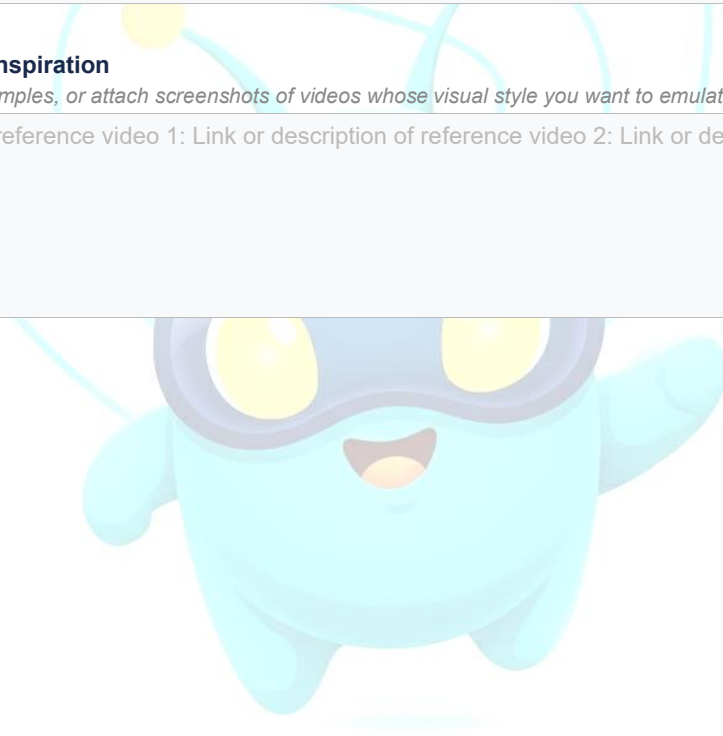
Style Rationale

Why does this production style suit your approach, audience, budget, and platform?

Visual References & Inspiration

Paste URLs, describe examples, or attach screenshots of videos whose visual style you want to emulate.

Link or description of reference video 1: Link or description of reference video 2: Link or description of reference video 3:



SECTION 5

Platform & Format Specifications

Where will this video be published and in what format?

Target Platforms (Select All That Apply)

<input type="checkbox"/> Instagram Reels	<input type="checkbox"/> TikTok	<input type="checkbox"/> YouTube	<input type="checkbox"/> YouTube Shorts
<input type="checkbox"/> LinkedIn	<input type="checkbox"/> Facebook	<input type="checkbox"/> Twitter / X	<input type="checkbox"/> Snapchat
<input type="checkbox"/> Pinterest	<input type="checkbox"/> Website / Landing Page	<input type="checkbox"/> Email Campaign	<input type="checkbox"/> Other: _____

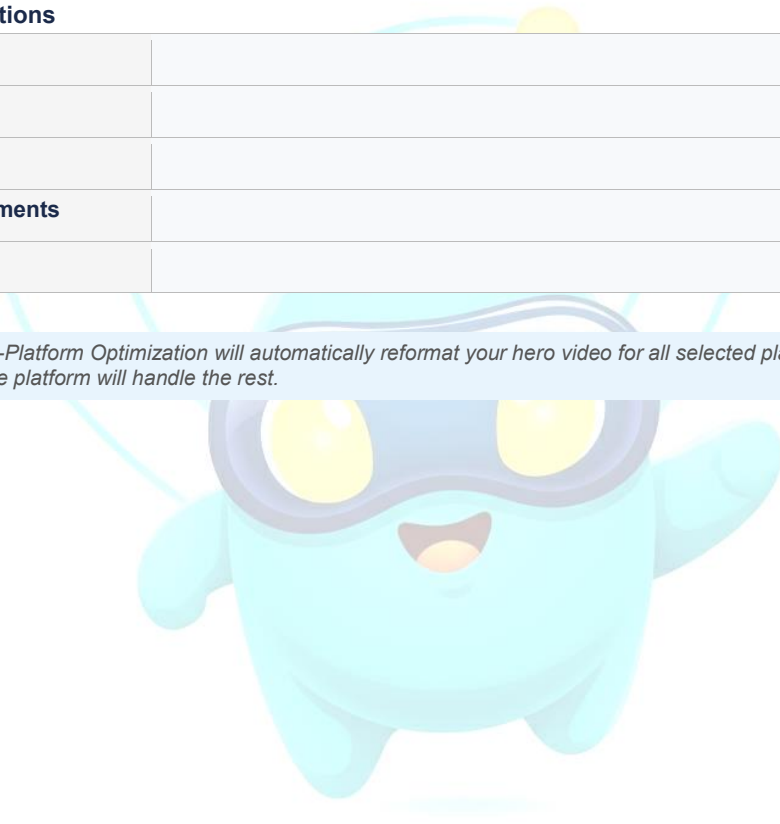
Primary Platform

Which single platform is the highest priority? This determines the hero format.

Format Specifications

Aspect Ratio	
Target Duration	
Max File Size	
Caption Requirements	
Language(s)	

ZorgSocial's Multi-Platform Optimization will automatically reformat your hero video for all selected platforms. Specify the primary format; the platform will handle the rest.



SECTION 6

Messaging & Tone

What should the video communicate and how should it feel?

Core Message

If the viewer remembers only ONE thing after watching, what should it be? Write it as a single, clear sentence.

e.g., "Our platform saves healthcare teams 15 hours per week on social media management while staying fully compliant."

Supporting Messages

Up to 3 secondary points that reinforce the core message.

1	
2	
3	

Messaging Tone (Select Primary + Secondary)

- Professional
- Warm & Friendly
- Authoritative
- Playful / Witty
- Inspirational
- Urgent
- Empathetic
- Bold / Confident
- Calm / Reassuring
- Conversational
- Premium / Luxurious
- Educational

Value Proposition

What unique benefit does the product/service offer that competitors don't?

Call to Action (CTA)

What specific action should the viewer take immediately after watching?

CTA Text

e.g., "Start Your Free Trial" / "Book a Demo"

CTA Destination

URL, phone number, or app store link

Hashtag Strategy

List planned hashtags. ZorgSocial recommends the 3x3 strategy: 3 audience + 3 product + 3 value hashtags.

Audience Hashtags	Product / Service Hashtags	Value Proposition Hashtags
#	#	#
#	#	#
#	#	#



SECTION 7

Creative Direction

Visual identity, narrative structure, and production guidance

Video Narrative Structure

Outline the video's structure. Fill in each beat of the story.

STORY BEAT	TIMING	DESCRIPTION
Hook / Opening	0–3 sec	What grabs attention instantly? (Question, visual, stat, emotion)
Problem / Setup	3–10 sec	What challenge or situation does the audience face?
Solution / Value	10–20 sec	How does your product/brand resolve the problem?
Proof / Evidence	20–30 sec	What data, testimonial, or demo backs up the claim?
CTA / Close	Final 5 sec	What should the viewer do next?
End Card	2–3 sec	Logo, tagline, URL, social handles

Brand Assets & Guidelines

Logo File(s)	
Brand Colors (Hex)	
Typography / Fonts	
Brand Imagery / Photo Library	
Brand Voice Guidelines Doc	
Music / Audio Preferences	

Visual Mood & Aesthetic

Describe the overall look and feel. Select keywords and/or write a description.

- | | | | |
|---|---|---|--|
| <input type="checkbox"/> Bright & Colorful | <input type="checkbox"/> Dark & Moody | <input type="checkbox"/> Minimalist & Clean | <input type="checkbox"/> Bold & Energetic |
| <input type="checkbox"/> Warm & Earthy | <input type="checkbox"/> Cool & Corporate | <input type="checkbox"/> Cinematic & Epic | <input type="checkbox"/> Handcrafted & Organic |
| <input type="checkbox"/> Futuristic & Techy | <input type="checkbox"/> Soft & Pastel | <input type="checkbox"/> Retro / Vintage | <input type="checkbox"/> Luxurious & Premium |

Additional visual direction notes:



SECTION 8

Compliance, Approvals & Delivery

Regulatory requirements, review process, and final deliverables

Industry Compliance Requirements

Does this video require regulatory review? Select all that apply.

- | | |
|--|--|
| <input type="checkbox"/> None — No regulatory requirements | <input type="checkbox"/> Healthcare (HIPAA / FDA) |
| <input type="checkbox"/> Financial Services (SEC / FINRA) | <input type="checkbox"/> Pharmaceutical (FDA / EMA / Fair Balance) |
| <input type="checkbox"/> Legal (Bar Association) | <input type="checkbox"/> Government / Public Sector |
| <input type="checkbox"/> Data Protection (GDPR / CCPA / UAE DPL) | <input type="checkbox"/> Other: _____ |

Required Disclaimers or Disclosures

List any legal text, risk warnings, or disclaimers that must appear in the video.

Approval Workflow

#	REVIEWER NAME	ROLE / DEPARTMENT	APPROVAL TYPE	STATUS
1				
2				
3				
4				

Final Deliverables Checklist

Check all formats/assets required upon completion.

- | | | |
|--|---|---|
| <input type="checkbox"/> Hero video (primary platform format) | <input type="checkbox"/> Platform-optimized variants (all selected platforms) | <input type="checkbox"/> Thumbnail image(s) |
| <input type="checkbox"/> Caption / subtitle files (.srt) | <input type="checkbox"/> Storyboard / shot list | <input type="checkbox"/> Raw footage / project files |
| <input type="checkbox"/> Social copy for each platform | <input type="checkbox"/> Hashtag sets | <input type="checkbox"/> Analytics tracking setup (UTM codes) |
| <input type="checkbox"/> Compliance audit trail (if regulated) | <input type="checkbox"/> A/B test variant (secondary approach) | <input type="checkbox"/> Behind-the-scenes content |

Additional Notes & Special Instructions



B R I E F S I G N - O F F

By signing below, I confirm this brief is complete and approved for production.

Name: _____ **Date:** _____

Signature: _____ **Role:** _____

