

Video Creative Brief

PROJECT NAME

TODAY'S DATE

A well-written creative brief will help you define your project so that everyone working on your project, from stakeholders to production crew, will have a clear understanding of the vision, the strategy and the goals. Members on your team should be able to refer back to the creative brief to help them answer questions about the look and feel, right tone to use, level of familiarity that can be assumed, and so on.

Tips for Approaching the Creative Brief

1. Understand your audience. You may want your audience to know everything about your subject, but what's in it for them? Think about what would be necessary to get them to take precious time out of their day to watch your video.
2. Keep it relevant, and get to the point. The goal is not to capture every detail about the subject. Craft a document that will serve as a useful and succinct guide for the members on your video team.
3. Gather input from all stakeholders. By including all stakeholders, you increase your chances of gaining their buy-in as you move forward with the video.

Overview

Deliverables

Primary Audiences

Messages

Tone

Imagery

Budget

Schedule

Additional Considerations

Reference Materials & Brand Checklist

1. Identify and attach background materials to provide more context (“About” documents; other materials you have developed – or that your audience has seen; competitor information,)
2. Review brand showcase work to see if there are similar projects to yours already in development, or templates that you can use. Contact University Relations Brand Communications Team for further information.
3. Share the following guidelines (available on identity.ucsf.edu) with your creative vendor to ensure that your materials express the UCSF brand appropriately:
 - UCSF Brand Positioning
 - UCSF Brand Identity
 - UCSF Use of Name
 - UCSF Drupal Web Templates
4. Refer your designer to the UCSF brand portal (identity.ucsf.edu) and encourage them to sign up for a Brand Training.
5. Please see “[Process for Approval of UCSF Collateral](#)” to determine review process for your materials. When you’re developing your timeline, plan for review/changes from University Relations.

About UCSF

The University of California, San Francisco (UCSF) is the leading university exclusively focused on health. Our passionate focus fuels a creative and collaborative environment, where scientists, clinicians, educators, students, and trainees work together to improve health – from San Francisco to every corner of the world.

We accelerate the discovery and application of ground-breaking science. We train tomorrow's health care leaders. We battle the most devastating diseases. We provide compassionate patient care. And we work as one in our pursuit of advancing health worldwide.