

Promo Video RFP

1. Brief Description of Desired Promo Video: Describe the concept and objective of the video you would like to create:

2. Company or Product URL:

3. Storyline and Narrative:

- Outline the key story elements and narrative structure you envision for your video.

4. Video Duration:

- How long do you want the final video to be? (e.g., 2-3 minutes, 5 minutes)

5. Number of Short-Form Videos:

- How many short-form videos do you need for social media? Specify the platforms if possible (e.g., 3 for Instagram Reels, 2 for TikTok).

6. Filming Locations:

- List any specific locations in Southern California where you would like to film.

7. Target Audience:

- Who is the primary audience for this video? Describe their demographic and psychographic characteristics.

8. Key Messages:

- What are the key messages you want to convey through this video? List them.

9. Creative Preferences:

- Do you have any specific visual, thematic, or stylistic preferences for the video? Describe any preferred colors, moods, or styles.

10. Budget Range: - What is your budget range for this project?

11. Deadline for Project Completion: - What is your timeline for this project? Include any critical milestones and the final delivery date.

12. Marketing and Distribution Plans: - How do you plan to use and distribute the video? This information may influence production decisions to suit specific channels

14. Previous Video Examples: - If you have any promo videos that you admire or wish to emulate, please provide links.

15. Contact Information: - Who will be the primary contact for this project? Provide contact details for coordination.