*The popularity of video content has exploded in the last few years, and we don’t expect that to slow down any time soon. A recent survey by* [*HubSpot found that 43 percentage of people want to see more video content from marketers*](https://research.hubspot.com/reports/the-future-of-content-marketing)*.*

*If creating video content is new to your marketing strategy, you might be wondering where to start. To tell your brand’s story effectively, you’ll want to identify who you’re talking to (your primary audience), how to gauge success and what key messages are important to include.*

*When you’re ready to start thinking about shooting your organization’s next video, start by filling out the Video Creative Brief to keep your ideas and thoughts organized. Share the completed brief with your team for feedback and use it to start your conversation with your videographer to keep everyone on the same page.*

# Brief Project Description

# Primary Goal(s)

# Who is this video for?

# Why should they care? (Key Points)

# Timing/Deadlines

# Budget

# Other Information Needed