

CLIENT CREATIVE BRIEF

PROJECT TITLE

CLIENT NAME

CONTACT INFO

NAME(S)

PHONE

EMAIL

MAILING ADDRESS

BUDGET ¹

Detailed financial projections

AMOUNT

FINANCE SOURCES

NOTES

PROJECT OVERVIEW

Project summary, research sources and findings

PROJECT GOALS

Detailed goals, desired outcomes, and measurable objectives

MARKETING
GUIDELINES

Detailed approvals of existing branding, style guides and examples

TELLO – CREATIVE BRIEF

MARKETING MATERIALS

Please detail where this project will be viewed

SOCIAL MEDIA

WEBSITE

EVENT/PROMO

OTHER

CALL TO ACTION

Desired reaction from target audience

CAMPAIGN LOOK AND FEEL

Describe the desired style of the video/campaign/piece

CAMPAIGN MESSAGE ²

Define key messages of the video/song/piece, and the target audience take-away.

IMAGE REQUIREMENTS

Supply links to any other media that assists research and development of your 'Look and Feel'

GRAPHICS

PHOTOGRAPHY

MULTIMEDIA

SCHEDULE³

PROJECTED
TIMELINE

IMPORTANT
DATES/DEADLINE

DATE

SIGNATURE

TELLO – CREATIVE BRIEF

RATES

- All pre-production: £300 – including*:
 - Research
 - Location scouting
 - Script/consultation/editing
 - Scheduling/planning
 - Finding/agreeing actors
- Filming per-day: £150

I have a network of cinematographers, editors, producers and other essential crewmembers that I can bring onto a project to fully realise it. This depends on the clients wishes for a production.

*These inclusions may vary depending upon the client's creative wishes.

1.

- Understanding budget is important so that we can best discuss and evaluate the creative possibilities available.
- Likewise with time. The further in advance that we are notified of a deadline, the more we can organise and the better a production we can do.

2. One of Otello's core beliefs in a film is that it provides a message, something for the audience to take away. If your video is a song or music video, please identify and clarify the message for us so that we can immediately begin researching and developing and not taking the time to interpret it, likewise with a narrative piece. This is your voice, and we want it to be heard.

BUDGET BREAKDOWN

To avoid any confusion or misconception for a film's budget, this list briefly highlights the areas where money is spent in production:

- **LOCATION** – Location is extremely important to produce a film unique film. Locations require time to sign-off, recce, prepare, and often agreements to read and sign for health and safety precautions.

To make your film look unique and satisfy your project goals, look, and feel, we need time to find the right location that will give your film the edge to stand out from the crowd in social media.

Often we can find locations for free, as people are willing and kind to let aspiring filmmakers and artists develop their careers. But there are still costs to consider such as travel expenses, food, health and safety, and public liability insurances.

- **ACTORS** – Depending upon the style and goal of your film, if it is a narrative, actors are essential for playing the desired roles. Like with locations, there are many aspiring actors that are willing to do this for free. We try to be as professional as possible, and attend to actors as the industry might and provide and pay for expenses.

TELLO – CREATIVE BRIEF

- **EQUIPMENT** – Otello has a Sony A7sII which can shoot 4k LOG footage, and two CINE lenses. If you have particular ideas about your desired aesthetics and feel of the film, we may need to hire out additional equipment or employ other crew who have the skills to use the equipment.

When considering your films aesthetic, please consider your budget and what might be needed to produce your ideas.

- **EDITING** – The editing process has many steps to it and takes a long time. Once a film has been edited, it needs to be sent to the client, have suggestions made, re-edited, resent, and so forth. This takes time and a considerable amount of communication and is not considered part of the budget. This is still work. The client must be aware that the more edits/tweaks/adjustments that occur after the agreed days of work, a per/hour surcharge will be added.
- **RESEARCH AND DEVELOPMENT** – A lot of time goes into researching, developing, writing, and meeting the client to ensure that the final product is achievable. This might mean travelling to locations, meeting actors, test shoots, and client meetings. Part of our fee is included in the time and money invested into developing your film to make sure it satisfies everything in this form.

Additional Notes: