

ABOUT YOU

Your name

Company / brand

Your role

Email

Phone

Website

Social handles

How did you hear about us?

- | | | |
|---|---|---|
| ☐ Instagram | ☐ TikTok | ☐ YouTube |
| ☐ Google search | ☐ Referral / word of mouth | ☐ Saw our work at an event |
| ☐ Returning client | ☐ Other: _____ | |

THE PROJECT

Project name (if any)

What is this project for? *Tick all that apply*

- | | | |
|---|---|---|
| ☐ Brand film / company video | ☐ Product launch | ☐ Social media content |
| ☐ Event coverage | ☐ Website content | ☐ Advertising campaign |
| ☐ Sports / fitness | ☐ Music / live performance | ☐ Documentary / story |
| ☐ Internal / corporate | ☐ Portraits / headshots | ☐ Other: _____ |

Describe the project in a few sentences. *What's happening and why now?*

What's the one thing people should remember after seeing it?

What's the main goal?

- | | | |
|---|---|--|
| ☐ Build awareness | ☐ Sell a product / service | ☐ Get sign-ups / bookings |
| ☐ Launch something new | ☐ Recap an event | ☐ Build trust / credibility |
| ☐ Recruit / hiring | ☐ Other: _____ | |

How will you know it worked? *e.g. more enquiries, ticket sales, views, a successful launch*

AUDIENCE & PLATFORMS

Who is this content for? *Age, location, interests, customer type*

Where will people see it? *Tick all that apply*

- | | | |
|--|--|---|
| ☐ Instagram feed | ☐ Reels / TikTok / Shorts | ☐ Stories |
| ☐ YouTube | ☐ Website | ☐ Paid social ads |
| ☐ TV / cinema / screens | ☐ Print | ☐ Presentations / internal |
| ☐ Other: _____ | | |

DELIVERABLES

What do you need?

- | | | |
|--------------------------------------|--------------------------------|---|
| ☐ Photography | ☐ Video | ☐ Both photo and video |
|--------------------------------------|--------------------------------|---|

Approx. number of edited photos

Number of videos

Video length(s)

Language(s)

Final files needed by

Formats / aspect ratios

- | | | |
|--|---|---------------------------------------|
| ☐ 16:9 horizontal | ☐ 9:16 vertical | ☐ 4:5 portrait |
| ☐ 1:1 square | ☐ Not sure — advise me | ☐ Other: _____ |

Extras needed? *Tick all that apply*

- | | | |
|---|--|------------------------------------|
| ☐ Subtitles / captions | ☐ Music | ☐ Voiceover |
| ☐ Logo / graphics / titles | ☐ Behind-the-scenes content | ☐ Raw files |
| ☐ Not sure | | |

LOOK & FEEL

Describe the look and feel in three words.

1.
2.
3.

Which mood fits best? *Tick up to three*

- | | | |
|--|--|--------------------------------------|
| ☐ Energetic | ☐ Calm | ☐ Cinematic |
| ☐ Raw / documentary | ☐ Luxury / premium | ☐ Playful |
| ☐ Emotional | ☐ Clean / corporate | ☐ Bold / edgy |

USAGE & RIGHTS

How will the content be used? *Tick all that apply. This affects licensing and price*

- | | | |
|--|---|--|
| ☐ Organic social media | ☐ Website | ☐ Paid advertising |
| ☐ TV / broadcast / cinema | ☐ Print / billboards | ☐ Internal use only |
| ☐ Resale / distribution | ☐ Not sure | |

For how long? (e.g. 1 year, ongoing)

Where? (country / region / worldwide)

Do you need exclusive use? *i.e. we can't show it in our portfolio*

- | | | |
|------------------------------|-----------------------------|--|
| ☐ Yes | ☐ No | ☐ Let's discuss |
|------------------------------|-----------------------------|--|

TIMELINE & BUDGET

Key dates (launch, event, campaign start)

Final deadline

Budget range *This helps us recommend the right package. We'll never quote above your range without asking*

- | | | |
|---|---|---|
| ☐ Under [CURRENCY 500] | ☐ [CURRENCY 500 – 1,000] | ☐ [CURRENCY 1,000 – 2,500] |
| ☐ [CURRENCY 2,500 – 5,000] | ☐ [CURRENCY 5,000+] | ☐ Monthly retainer |
| ☐ Not sure — advise me | | |

Who approves the final work?

How many people will give feedback?

Is this a one-off, or could it become ongoing?

- | | | |
|--|---|--|
| ☐ One-off project | ☐ Possibly ongoing | ☐ Ongoing — monthly content |
|--|---|--|

ANYTHING ELSE?

Anything else we should know?

Completed by

Date

Thank you. We'll review your answers and come back to you with ideas and a quote within [two (2) business days].