A close-up of a tablet

Description automatically generated with low confidence

Logo

Description automatically generatedToast offers high production values for competitive prices along with an impeccable service that ensures a smooth-running project from initial brief to screen.

We’re a video production agency that specialises in short-form video marketing, so we take on a vast range of projects including, but not limited to:

[TV Advertising](https://www.toasttv.co.uk/tv-advert-production/)

[Video Production](https://www.toasttv.co.uk/video-production/)

[Branded Content](https://www.toasttv.co.uk/branded-content/)

[Explainer Videos](https://www.toasttv.co.uk/explainer-videos/)

[Promotional Videos](https://www.toasttv.co.uk/promotional-video-production/)

[Corporate Video Production](https://www.toasttv.co.uk/commercial-video-production/)

[Social Media Videos](https://www.toasttv.co.uk/work/kef-audio-social-videos/)

[DRTV – Direct Response Advertising](https://www.toasttv.co.uk/drtv/)

[Healthcare Films](http://toast-health.co.uk/)

[Financial Services Films](https://www.toasttv.co.uk/work/bahrain-promotional-video-production/)

[Charity Films](https://www.toasttv.co.uk/work/cancer-research-advert/)

And much more…

If you’d like Toast to provide a quote on your production, please email this document to [slice@toasttv.co.uk](mailto:slice@toasttv.co.uk) or call 020 7437 0506

Animated Explainer Briefing Template

|  |  |
| --- | --- |
| Client |  |
| Product |  |
| Sector |  |
| Website |  |
| Main Client Contact |  |
| Contact Email & Phone Number |  |
| Date of Briefing |  |
| Campaign Start Date & Duration |  |
| Production Budget |  |

Creative Brief

|  |  |
| --- | --- |
| Relevant Background | Relevant market / sector background.  Relevant brand performance.  Any research in to the sector / brand you can share with us? |
| Relevant Competitor Background | Who are your main competitors? What do you like / dislike about their previous communications? Any Explainer Video styles you prefer? |
| Campaign Objectives | Reason for briefing - What do you want to achieve? |
| Deliverables required | Where are you going to show this? Ipad? Exhibitions? Website? Will it need to be in different languages? Will sound be used? Subtitles? |
| Campaign Area | What geographical area do you operate in?  Regional / National? |
| Target Audience | Who is the customer? Do they know your brand?  If your brand is unknown to the target audience, what do you want to demonstrate about your brand or service?  What are the main barriers to overcome?  Any relevant target audience research you can share? |
| Campaign Messaging | What are the key messages to communicate? |
| Single Minded Message | The single most important message you want the target market to take from the activity. Summarise your unique selling point in one sentence – what’s the core reason to believe. |
| Mandatories | What must we absolutely ensure is communicated? Either on-screen / in voiceover. |
| The Communications Result – Before / After | What do you think your target audience currently think, feel and do after seeing your previous communications / campaigns?  What do you want your target audience to think, feel and do after seeing the new campaign?  Any previous campaigns learnings you can share? |
| Tone and Image | Give examples of the kind of comms that you like /dislike or think might be right / wrong for your brand. |
| Brand Guidelines | Can you please supply your brand guidelines alongside this completed brief |
| Communications Measurement | How will the communications be measured – what does success look like? |