



Toast 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 or call 020 7437 0506

Video Content Briefing Template

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

Creative Brief

|  |  |
| --- | --- |
| Relevant Background  | Relevant market / sector background. Relevant brand performance. Any research into 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?  |
| Campaign Objectives   | Reason for briefing - What do you want to achieve?  |
| Deliverables required  | Website / Event / Social / OOH / DOOH. Any information on variations / durations for each. Is there any further detail you can share on Social media campaigns or distribution platforms? |
| Campaign Area | What geographical area do you operate in? Regional / National?  |
| Target Audience  | Who is the customer? What do they value about the product / brand? What do we want to change / enhance about their perception of the brand? 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 Campaign 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 ads 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?  |
| Campaign Measurement  | How will the campaign be measured – what does success look like?  |