



RDI Comms Video Request Brief

CENTER OR INSTITUTE NAME: _____
POINT OF CONTACT: _____
PHONE: _____
EMAIL: _____

Help our team understand your video communications needs.

Why do you want a video?

- What is the purpose of your video content?
- What do you want to achieve with your video content?

Who are you speaking to and what is your target audience?

- Who will watch your video: leads, customers, employees, or other stakeholders?-

After your target audience watches your video, what do you want your audience to feel, think, or do?

What is the ONE message you want people to take away from your video?

Where will your video be watched and how do you plan to distribute it?

- Where you put your video should depend upon who your audience is and how you can best reach them.

What is your ideal timeline?

Media

Videos - relating to or about the collaborative group:
Links - related content:

Social network profiles:
Internal website link: