

Mills Media Group

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CORPORATE VIDEO & BUSINESS TV BRIEF	
Company Name:	Main Contact:
Tel No:	Fax No:
Mobile No:	Date:
Address:	
Email address:	
Date you require our written proposal:	
1. What is your budget? <i>Please see Page 4 for budget guidelines</i>	Under 5K <input type="checkbox"/> 5K+ <input type="checkbox"/> 10k+ <input type="checkbox"/> 25k+ <input type="checkbox"/> Other <input type="checkbox"/> Please specify your budget £ <input style="width: 100px;" type="text"/>
2. What is the aim of the programme?	Promotion <input type="checkbox"/> Launch <input type="checkbox"/> Training <input type="checkbox"/> Public Relations <input type="checkbox"/> Information <input type="checkbox"/> Other <input type="checkbox"/> Please give further details ...
3. What are your key messages?	
4. Who are you going to show the programme to?	Staff <input type="checkbox"/> Customers <input type="checkbox"/> Public <input type="checkbox"/> Shareholders <input type="checkbox"/> Children <input type="checkbox"/> TV <input type="checkbox"/> Please give further details ...

<p>5. What services/products do you need to include within the programme?</p>	
<p>6. Do you promote yourself through a website and if so, how upto date is it?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If Yes, please provide more details</p>
<p>7. How do your competitors promote themselves and who are they?</p>	
<p>8. Do you have an ideal running time for the programme?</p>	<p style="text-align: center;"><input style="width: 100px; height: 20px;" type="text"/> mins</p>
<p>9. What genre do you want the programme to follow?</p>	<p>Drama <input type="checkbox"/> Documentary <input type="checkbox"/> Promotional <input type="checkbox"/></p> <p>Interview Led <input type="checkbox"/> Voice-over <input type="checkbox"/> Other <input type="checkbox"/></p>
<p>10. Where will the filming take place?</p>	<p>Indoor <input type="checkbox"/> Outdoor <input type="checkbox"/> Offices <input type="checkbox"/></p> <p>Public areas <input type="checkbox"/> Private areas <input type="checkbox"/> Head Office <input type="checkbox"/></p> <p>Other <input type="checkbox"/></p> <p>Please specify geographical locations?</p>
<p>11. What audio does the programme require?</p>	<p>Voice-over <input type="checkbox"/> Presenter <input type="checkbox"/></p> <p>Library music <input type="checkbox"/> Composed music <input type="checkbox"/></p> <p>Other <input type="checkbox"/></p>

<p>12. Does the programme need to include any of the following?</p>	<p>Computer Graphics <input type="checkbox"/> Animation <input type="checkbox"/> Subtitles <input type="checkbox"/> Other <input type="checkbox"/></p>
<p>13. Does the programme need to include interviews with relevant staff or people?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/> If Yes, please provide more details</p>
<p>14. Do you have any existing video material that can be used for this programme?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/> If Yes, please provide more details and what format is it on?</p>
<p>15. Where and how will the programme be shown?</p>	<p>Sales <input type="checkbox"/> Training <input type="checkbox"/> Exhibition <input type="checkbox"/> Induction <input type="checkbox"/> Conference <input type="checkbox"/> Advert <input type="checkbox"/> Website <input type="checkbox"/> Other - please specify</p>
<p>16. What is your deadline for the delivery of the programme?</p>	<p style="text-align: center;">/ /</p>
<p>17. Do you require foreign language versions?</p> <p><i>Note: 5 minutes of foreign language translation costs in the region of £ 1,500</i></p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/> If Yes, please provide more details and detail the languages required</p>
<p>18. What platforms do you require the programme to be delivered on?</p>	<p>DVD Disc <input type="checkbox"/> TV Broadcast <input type="checkbox"/> Email <input type="checkbox"/> CD <input type="checkbox"/> VHS tape <input type="checkbox"/></p>
<p>19. Do you intend to use the video on your website?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/> Which format would you prefer? Quicktime <input type="checkbox"/> MPEG <input type="checkbox"/> Flash Video <input type="checkbox"/></p>

