



Ledfilms  
Video & Photo Productions  
Piazza Molino Nuovo 17  
6900 Lugano  
Switzerland

## VIDEO PRODUCTION BRIEF

PRODUCTION	CLIENT	DATE
Project owner	Requested by	
Background		
Objective		
Audience	Timeline	Launch date
KEY MESSAGES	VIDEO TONE	LOOK AND FEEL
Tag line	Video reference Link	
<b>VIDEO SPECIFICATIONS</b>		
Video length	Video formats	
Voice over	Language(s)	
Live action shots	Live audio recording	
Animation (text, other)	Stock footage	
<b>DELIVERY</b>		
Channels		
Devices	Broadcast use (tv)	
Notes		