Animated marketing video brief

Fill this in before anyone writes a script. One viewer, one message, one next step, and one way you will know if the film worked. Print it or copy the headings into a doc.

1. Goal of the film

What should change after someone watches? Enquiries, demo requests, trial starts, fewer support questions, or something else.

2. The viewer

Name who they are and the situation they are in. “Everyone” is not a viewer.

3. The one sentence they should remember

4. The doubt to answer

The reason someone might hesitate. Deal with it inside the film.

5. The single call to action

Book a call, start a trial, visit a page. One, not three.

6. Where it will run, and which versions you need

Homepage or landing page (usually 60–90s), paid social or pre-roll (15–30s), email thumbnail, sales follow-up, silent event loop, vertical cut, language versions.

7. How you will measure it

The metric, the baseline (how it looks now), and the comparison you will run. Leave the value of an enquiry for sales or finance to agree.

Filled example · fictional product

This is a made-up brief for a made-up product, so you can see the level of detail that helps a script. None of the figures below are real results.

Product (fictional): Clearpath Inventory — a stock-visibility platform for mid-size retailers.

1. Goal of the film

Get more demo requests from the homepage. The page already explains the product in copy; visitors still leave without booking.

2. The viewer

An operations lead at a retailer with three to twenty warehouses. They are tired of checking stock in separate spreadsheets before they can promise a delivery date.

3. The one sentence they should remember

Clearpath shows stock across every warehouse in one view, so the team can promise a date with certainty.

4. The doubt to answer

“We already have an ERP.” The film should show that Clearpath sits on top of the systems they already use, rather than replacing them.

5. The single call to action

Book a 20-minute demo.

6. Where it will run, and which versions you need

Master: 60–90 second explainer, 16:9, for the homepage (autoplay off) and a landing page. Planned cut-downs: a 20-second paid-social cut with captions, a vertical version, a silent looping clip of the dashboard for a trade stand, and a sales-email thumbnail. English first; a second language is likely later, so keep on-screen text editable.

7. How you will measure it

Metric: demo requests submitted on the homepage and the campaign landing page. Baseline: the number of requests those pages generated in the four weeks before launch, and the current cost per demo on paid social. Comparison: the same pages, same period length, after launch, with a tracked link on every placement. Value: agree with sales what a completed demo is worth before anyone reports a return.

Measurement checklist

Run this once the brief is agreed, and again at launch. A film with one call to action is much easier to measure than a film with three.

1. Choose one goal before production

Write it on the brief. Enquiries from a page, cost per lead on a campaign, demo requests, or fewer support tickets.

2. Record a baseline

Note how that number looks for a few weeks before the film goes live. Without a baseline you only have a before-and-after story, not a comparison.

3. Tag every placement

Use a separate tracked link for the homepage, each ad, each email and the sales follow-up, so you know where viewers came from.

4. Track the video itself

Plays, how far people watch, and clicks on the call to action at the end. Views on their own are not a return.

5. Run a fair comparison where you can

Show the same page with and without the film to similar visitors over the same period, rather than comparing this month with last month.

6. Give it long enough

A few days of traffic rarely tells you much. Let the test run until the numbers settle.

7. Agree the value of the outcome

Work with sales or finance on what an enquiry, a demo or a saved support call is worth, and write the assumptions down. Count the full cost: production, promotion, hosting, your team’s time, and later updates.

8. Report cause and association separately

“People who watched the film enquired” is an association. “The film created extra enquiries” is a cause, and it needs the comparison in step 5. Both are useful. Only the second belongs in an ROI figure.