BURAK ZORLU videographer & film director, Wrocław

Video brief

Fill in what you know, we will settle the rest on a call. Send it to cooperation@vabzcreative.agency and you will get a quote within 24 hours.

1. Company and contact

Company name and website / Instagram

Contact person, email, phone

2. Goal of the film

What should change after people watch the film? Tick the main goal:

- ☐ Sales / advertising
- ☐ Recruitment
- ☐ Brand image
- ☐ Product launch
- ☐ Event recap
- ☐ Other

In one sentence: why are you making this film now?

3. Audience and message

Who should watch it? (industry, age, country, language)

Key message in one sentence

4. Where the film will be used

- ☐ Instagram / TikTok
- ☐ YouTube
- ☐ Website
- ☐ Paid ads
- ☐ TV, outdoor, cinema
- ☐ Trade fair / event
- ☐ Internal communication
- ☐ Other

5. Format and length

- ☐ 16:9 (horizontal)
- ☐ 9:16 (vertical)
- ☐ 1:1
- ☐ 15–30 s
- ☐ 1–2 min
- ☐ 3–5 min
- ☐ 6 min or more
- ☐ Several short versions

How many films in total? Do you need subtitles or language versions?

6. Style and inspiration

Paste 2–3 links to films you like and tell me what to avoid

7. People on camera

☐ Employees ☐ Clients / guests ☐ Models
☐ Actors ☐ Voice-over ☐ No people

Which languages on set and in the film?

8. Location and deadline

Shoot location (city, address or type of place)

Shoot date and the date the film must be ready

9. Budget

☐ up to PLN 3,000 ☐ PLN 3,000–6,000 ☐ PLN 6,000–12,000
☐ over PLN 12,000 ☐ Not sure, please propose

Who approves the film on your side? Do you have materials (logo, brand book, music, script)?