Brand film brief template

Fill this in before you talk to any production company. A clear brief saves weeks of back-and-forth and gets you better scripts. By Thumbstoppers, Mumbai & Bangalore.

1. The basics

Brand and product / service What exactly is the film about?	
Why now? Launch, rebrand, festive season, anniversary, funding, campaign	
Decision maker and approvers Who signs off the script and the final cut?	
Launch date	

2. Audience and message

Who must watch this? Age, city tier, language, what they believe today	
The one feeling or thought they should leave with One line. If you have three, pick one.	
What the film is NOT Tones, clichés or claims to avoid	
Proof we can show Real customers, founders, product moments, facts that are true	

3. Format and distribution

Is it a brand film, an ad film or a corporate video? Act / feel / understand	
Where will it run? YouTube, OTT, Instagram, LinkedIn, TV, events, website	
Master length and cut-downs e.g. 90s master + 30s, 15s, 6s; 16:9, 9:16, 4:5	
Languages and subtitles	

4. Creative inputs

Films you like (and why) Links; say what you like about each	
Films you dislike (and why)	
Brand guidelines, mandatories, legal lines	
Talent Actors, creators, real employees or customers?	
Locations City, office, store, factory, outdoors	

5. Budget and measurement

Production budget range A range gets you an honest plan; no range gets you guesses	
Media budget behind the film	
How will success be judged? Completion rate, shares, comments, brand search, sales lift	
Music and usage period Licensed track or original; how long will it run?	

Checklist before you send the brief

☐ One feeling, not three ☐ Every platform listed ☐ Approvers named ☐ Budget range shared ☐ Launch date fixed ☐ Reference films linked

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Template by Thumbstoppers, a performance creative, social media content and brand film team in Mumbai and Bangalore. Free to use and share. Guides: thethumbstoppers.in/how-to-make-a-brand-film/ · thethumbstoppers.in/brand-film-cost-in-india/ · naineel@hungryfolksmedia.com · +91 97571 48835