

## Berkeley Lab - Video Creative Brief

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- Description (brief 2-3 sentence summary, idea for the video(s):
- Purpose/Objectives/Key Message(s):
- Timeline/Target Deadline:
- Target length:
- Target Audience:
- Budget (available funds):
- Berkeley Lab PAID#:
- Writer/Editor:
- Talent (who will be in the video(s):
- Placement (website, social media, display, projection, event etc.):
- Engagement/Call to Action (visit website, social media, email, donate etc.):
- Existing Assets (any existing graphics, presentations, copy, visuals, branding to be used in the video):
- Notes: