



Creative Brief

Creative Brief for
Actual Client
6/1/2019

Presented to
G. G. and B. E.
Co-Owners

PROJECT DESCRIPTION

German automobiles are the definitive “Driver’s Car.” It’s not just about functionality, but about lifestyle and the driving experience.

The techs at your business are German car enthusiasts, and as such, are uniquely qualified to maintain and repair the vehicles they know best. Additionally, they have invested in tools and diagnostics to help solve problems, and in some cases, are a Chattanooga exclusive.

The goal for the new television campaign is not just to increase awareness of the business, but also to build specific types of business. Those are outlined in the “Concepts” paragraph below.

PROCESS

To accomplish this goal, we will first write a number of :15 scripts. They will all have at least one line in common, and feature G. and B. on-camera delivering short snappy dialogue. We are also considering using the voice of German woman for part of the spot.

After script approval, we will film at the shop, using the scripts to get the specific shots we need. Every effort will be made to depict the shop in a flattering light, which includes your team sprucing up the work area, and the videographer carefully framing shots. We will also invite friends and family to help populate the waiting area and interact with folks behind the desk.

B. and G. will come to the RanDesign studio to film their on-camera part in front of the green screen.

After all the footage has been acquired, editing will begin. Visuals, music, and graphics will be stitched together to create the first :15 spot, which will be presented for approval. This will be your opportunity to review the completed production and request changes prior to moving forward with the remaining ads.

CONCEPT

To ensure that each ad has a clear and concise message, we are limiting the number of topics on which to focus.

- Scheduled Maintenance
- BMW / Mini / Performance
- VW / Audi
- Motul Oil Change Special
- Pre-Purchase Inspection
- Dealer Alternative
- Warranty on Repairs
- Exotic Automobile Repair (Bentley, Lamborghini, Ferrari)

COST The following includes ad-agency level content development, professional high-quality filming and editing, delivery to the media outlet, posting to a YouTube or Vimeo channel, plus digital delivery to your webmaster.
USB drives and DVDs are available for an extra charge.

- Filming in the field (4 – 6 hours)
- Filming in the studio (2 hours)
- Editing of video as described (average 4 – 5 hours each)

Minimum of 4 :15 ads, at \$000 each.....\$XXXX
Add another 2 ads to the bundle, and price drops to \$000 each.....\$0000

These prices reflect complete, ready-to-use video productions.

It includes the following elements:

- 1 set-up/tear down session in the field
- Labor for myself and 1 production assistant
- 4K video acquisition
- Video editing with basic motion graphics
- Selections from a licensed music library

A 30% deposit is required on the day that we film in the shop, with the balance being paid at the conclusion of the production, or at an agreed upon date.

The final video productions are owned by your business and can be used in any way that is desired.

SUMMARY Thank you for the opportunity to work on this project, and I hope it is to your satisfaction. If you have any questions or comments, please do not hesitate to call or e-mail me.

Respectfully submitted,
Randy Liner