Example brief for video production

(NOTE. This document has been prepared to provide an example video brief to help when commissioning video programmes. It takes a real life example – but the specific company information it contains should not be taken as accurate or used for other purposes).

OBJECTIVES

BAE Systems is looking to commission a short video programme (5-7 minutes) to cover the company's activities in the area of Readiness and Sustainment (See content notes below).

Purpose

The main use for the finished programme will be to display on exhibition stands around the world – highlighting BAE Systems capabilities in this area. To this end it will need to have a soundtrack of background music and live sound, as well as graphic captions to put across the key messages. We would also want a version with voice-over for other uses.

We also need a shorter (c.90 second) version, with voice-over, to go on the company's internet site.

Audience

The principal audience for the video will be visitors to international defence exhibitions – BAE Systems customers, end-users, government and military delegations, press, and the general public

KEY MESSAGES

The programme should convey a number of key messages:
BAE Systems' commitment to meeting the customers' needs
BAE Systems' ability to respond rapidly to front line operational requirements
BAE Systems' commitment to through life support of the equipment it provides

CONTENT

We would like to use three core examples of our readiness and sustainment capability to provide the content for this programme:
Our development and delivery of Mine Resistant Ambush Protected vehicles to the US and Canadian armed forces. This has been a very rapid delivery programme responding to the

needs of front line troops facing the threats of mines and Improved Explosive Devices in Iraq and Afghanistan
Our upgrade to the Fighting Vehicle 432 for the British Army. Now designated Bulldog the upgrade improves the drive train allowing for added armour protection as well as system upgrades and air conditioning. Again, this was a rapidly developed upgrade responding the needs of soldiers in theatre
Our close partnership with the UK Royal Air Force on the maintenance and upgrade of Tornado aircraft. This has saved the UK taxpayer many millions of pounds while ensuring the highest possible levels of aircraft availability

(NOTE. This has been written as an example. Add as much detail as you can to this section to help the video company/ies grasp the scope of the project and to develop their creative ideas).

Footage
BAE Systems already holds some footage of all three of the above projects. However, we would like to update this footage so you should plan for shooting in three locations – RAF Marham, UK for the Tornado element, Sealy, Texas, USA for the MRAP element, and a further UK shoot (probably Salisbury plain) for the Bulldog element.

We would also like to film interviews at these shoots with any available users or customer partners in the projects. These will not be used in the non-voice over version of the programme, but we will want to include them in the voice-over version if we get suitable comments.

We would also like to investigate existing footage of these platforms in theatre (so News or documentary footage). This will need to be cleared and costed for worldwide use.

STYLE

We are open to creative suggestions, but the programme should be designed primarily as a high impact attractor – using bold, striking images rather than focusing on detail. Where possible we would like to show the user of the equipment as well as the platforms themselves.

FORMAT

Filming
We would like all new filming to be High Definition quality.

Final programme
We would like the final programme supplied as a DVD, 16:9 format, with a menu allowing the selection of either the voice-over or non voice-over version – and the option to play the programme once or loop it continuously.

Five copies should be included in the costs.

We will also want an mpeg1 or WMV version to embed into Powerpoint.

The internet version should be supplied as a WMV file, 480x270, with a data rate of 1000 kbps.

TIMING

The programme needs to be finished and approved in time for a first showing at DSEi 2009 which starts on the 8th September. This will require it to be finished by the end of August.

COPYRIGHT

As per BAE Systems standard terms and conditions: all rights to the finished programme and new material filmed for it will belong exclusively to BAE Systems. No usage of this material for other purposes will be allowed without permission.

Other footage, music, soundtrack, and voice-over needs to be costed and cleared for world-wide use in any medium.

BUDGET

The programme has been allocated a provisional budget of £18,000. However, any savings that can be made to this figure, commensurate with an effective and high quality programme will be regarded favourably.

(NOTE. You don't have to give a figure here if you want the video company/ies to come up with wide-ranging ideas. But video production has infinitely variable costs and you don't want to waste your or the production company's time on looking at options that are impossible. If they have a brilliant idea to meet your needs they will probably present it anyway, and you can decide whether the cost is feasible and value for the money)