



<b>Company:</b>	Your business name.
<b>Contact:</b>	Contact details for the person who is the next contact for this project.
<b>Context:</b>	What's going on in the marketplace and category that is relevant to the task that you are setting out to complete [issue/Opportunity]. Why are you doing this??
<b>Task:</b>	What exactly do you want FIBRE to deliver? Specifics – what medium, how long etc.
<b>Objectives:</b>	What will the video's success be measured against. (i.e. sales, get the target market to do or think something, change opinions)
<b>Target Market:</b>	The <b>specific</b> group of people the communications is being directed to. The more specific you can be the better the end product will be.
<b>Product/Service Truth:</b>	The one distinguishing thing you do, make or offer & how it will benefit people and motivate them to choose your brand over others (i.e. brand advantages).



<b>Insight:</b>	An unmet need/frustration/benefit/human or social truth/mindset that will unlock an opportunity to connect with the target market. What is it about your target market that you think makes it necessary that they use your product.
<b>Proposition:</b>	A concise articulation of the key message we wish to say. One precise and simple statement.
<b>Support:</b>	A few poignant points/facts about your brand that substantiate the proposition above.
<b>Tone &amp; Manner:</b>	Values: Our brand means... (e.g. honesty, confident, funny, etc) Personality: Our brand is... (e.g. aggressive, confident, funny, etc)
<b>Mandatories:</b>	What can't be left out – eg: Logo, Style Guide, Web]
<b>Channel Considerations:</b>	Is the production and it's contents limited to the internet or are there other mediums that might be used e.g. DVD.
<b>Budget:</b>	The money available to develop and produce the project.
<b>Deadline:</b>	The date on which the production must be completed.