**Hi,**

**I'm writing to inquire about your video services. Please find a detailed brief for our project below.**

(+ Name of Organization) **is a** (company / charity / organization / other entity) **specializing in** (+ specialization) **in the** (+ name of sector) **sector. Here's a link to our website:** (Paste link)

**We are looking for a video partner to produce** (+ type of video—see Q1). **The video will be shown via** (see Q2—list all the applicable options).

(if applicable) **The video will need to have** (subtitles / audio description / signing).

**The video is aimed at** (see Q3—list all applicable options).

**We would like the video to have a** (see Q4—choose appropriate adjective) **tone.** (Give a reason for this objective if you think doing so will be helpful).

**The key message/s we would like to get across is/are**

(see Q5, list bullet points—be brief, avoid too much jargon).

**We think the best way to deliver this message would be** (see Q6).

(OR if you don't know the answer): **We would welcome your advice on the best way to deliver this message, be that via** (again, see Q6, list potential options).

(see Q7) **We would like to use** **filmed footage** **for this project. We envisage** (+number of days) **of filming in/at** (+ location) **and we were hoping to do this** (give range of dates). **We want to capture** (explain what you want to have filmed: e.g., interviews; illustrative shots of a product, service, or process).

OR

**We would like to use animation for this project.**

**We are hoping to use graphics and abstract imagery to represent** (explain what will be represented).

OR

**We would like to create a realistic animation of** (explain what will be represented and whether this will focus on people or machinery. If it's about machinery, find out if you can access the CAD drawings and let your video agency know).

(See Q8):

**Below you can see a previous video we made:** (paste link)

**What we liked about it was** (list good points).

**What we'd like to improve is** (list things you would change—or the new video might have a different emphasis; if so, explain the difference).

AND/OR

**Here are some videos we've seen from other organizations that we really like:**

(paste links and say why you like each one)

(See Q9):

**Our budget for this job is** (give price range).

**We would appreciate it if you could get back to us with a quote by** (give date).

**Please let me know if you have any questions.**

**Kind regards,**

(Your name)