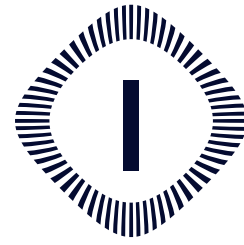


BEFORE THE LENS

The Essential Checklist for High-Impact Branded Videos

Map your vision. Maximize your investment. We created this guide to help you organize your thoughts and identify your audience's needs before you hire a production partner. Start your next project with a streamlined strategy and ensure you deliver a story that sticks.



IDEA GAMUT

1. STRATEGY & VISION

- **Define the Purpose:** Are you driving sales, building authority, or connecting to community?
- **Target the Audience:** Who is the viewer and what is the intended takeaway?
- **Platform & Stage:** Will this launch on Social Media, Television, or at a Premiere?

2. INTERNAL LOGISTICS

- **Identify the Liaison:** Who on your team is the primary contact for feedback and approval?
- **Brand Assets:** Gather high-resolution logos, color palettes, and existing style guides.
- **Core Essentials:** List the locations, people, and values crucial to the story.
- **Company Resources:** Identify internal assets that may help streamline the production.

3. SCOPE & READINESS

- **Timeline:** Is there a specific date of completion and any critical filming windows?
- **Location:** Do you have a filming site, or will you require a cinematic location?
- **Budget Parameters:** Is there an intended investment range to guide the production estimate?
- **Deliverables:** Do you need a hero film, social chapters, or raw archives?

🚩 PRODUCTION COMPANY RED FLAGS

- **Depth Over Breadth:** Don't settle for a generalist when your project demands a specific quality.
- **Vague Estimates:** If the plan isn't clear, prepare for hidden fees or unforeseen costs.
- **No Heart:** If they talk more about cameras than your brand, keep looking.

READY TO START?

We blend Hollywood craftsmanship with modern workflows to tell stories that matter.

