



IN ACCORDANCE WITH



# PRODUCTION BRIEF

## FOR ADVERTISING CONTENT

THIS DOCUMENT HAS BEEN APPROVED BY THE CFP-E

# PRODUCTION BRIEF

FOR ADVERTISING CONTENT

DATE	
ADVERTISER & BRAND	
COST CONTROL	
FILM(S) TITLE(S)	
TREATMENT FEE	Payable if the script(s) being developed for the treatment does not proceed
AGENCY	
TV PRODUCER	
CREATIVE DIRECTOR	
COPYWRITER	
ART DIRECTOR	
ACCOUNT DIRECTOR	
BUDGET Excl. VAT	
PAYMENT TERMS	
NUMBER & DURATION OF THE FILM(S) & CUT DOWNS	



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DELIVERABLES

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MEDIA BUYOUTS

Tick as applicable

TV	CINE	DIG	POS	PLV	INTERNAL	OTHER
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

MEDIA TERRITORIES


MEDIA DURATION


DOES THE BUDGET INCLUDE POST PRODUCTION?

YES	NO
<input type="checkbox"/>	<input type="checkbox"/>

DOES THE BUDGET INCLUDE A MOCKUP OF THE PRODUCT NEEDED? IF SO, WHO IS IT PROVIDED BY?

YES	NO	OTHER
<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>

DOES THE BUDGET INCLUDE AGENCY TRAVEL?

YES	NO	NO. OF PEOPLE
<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>

DOES THE BUDGET INCLUDE CLIENT TRAVEL?

YES	NO	NO. OF PEOPLE
<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>

DOES THE BUDGET INCLUDE A DIRECTOR'S CUT?

YES	NO
<input type="checkbox"/>	<input type="checkbox"/>

DOES THE BUDGET INCLUDE A PHOTOSHOOT SESSION?

YES	NO
<input type="checkbox"/>	<input type="checkbox"/>

DOES THE BUDGET INCLUDE MUSIC, SOUND DESIGN, VOICE OVER?

YES	NO	IF YES DOES IT INCLUDE BUYOUTS?	YES	NO
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

INFORMATION FOR THE MUSIC

ORIGINAL COMPOSITION	NO MUSIC	LIBRARY MUSIC	SOURCED BY CLIENT
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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DOES THE BUDGET INCLUDE BUYOUT FOR THE VOICE OVER	YES <input type="checkbox"/>	NO <input type="checkbox"/>	LANGUAGES	<input type="text"/>		
DOES THE BUDGET INCLUDE ACTORS' BUYOUTS	YES <input type="checkbox"/>	NO <input type="checkbox"/>	BUYOUT RIGHTS (EXCL. TAX)	<input type="text"/>		
BUYOUT DURATION	<input type="text"/>					
BUYOUT TERRITORY(IES)	<input type="text"/>					
DOES THE BUDGET INCLUDE PRINT?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	BUDGET (EXCL. TAX)	<input type="text"/>		
DOES THE BUDGET INCLUDE DIGITAL ASSETS?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	BUDGET (EXCL. TAX)	<input type="text"/>		
DOES THE PROJECT REQUIRE A MAKING OF?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	BUDGET (EXCL. TAX)	<input type="text"/>		
COST RELATING TO PRODUCT (Storage, transport, purchasing, secrecy)	YES <input type="checkbox"/>	NO <input type="checkbox"/>	BUDGET (EXCL. TAX)	<input type="text"/>		
DOES THE BUDGET INCLUDE PRODUCTION OF MASTERS?	YES <input type="checkbox"/>	NO <input type="checkbox"/>				
DOES THE BUDGET INCLUDE SHIPPING, DELIVERY, ONLINE OR ON AIR COSTS?	YES <input type="checkbox"/>	NO <input type="checkbox"/>				
INSURANCE REQUESTED	<input type="text"/>					
TV RATIO & DIGITAL Tick as applicable	16x9 <input type="checkbox"/>	14x9 <input type="checkbox"/>	4x3 <input type="checkbox"/>	9x16 <input type="checkbox"/>	1x1 <input type="checkbox"/>	OTHER <input type="text"/>
CINEMA RATIO Tick as applicable	1.1.66 <input type="checkbox"/>	1.1.85 <input type="checkbox"/>	ANAMORPHIC <input type="checkbox"/>	OTHER <input type="text"/>		



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TREATMENT DELIVERY DATE

PROJECT GREEN LIGHT

PPM DATE

SHOOTING DATES

DELIVERY DATES

REMOTE SHOOTING OR PRESENCIAL SHOOTING

AIR DATE

YES NO

 

HAS THE CREATIVE BEEN APPROVED BY THE CLIENT?

YES NO

 

IS THE CREATION APPROVED BY NATIONAL AUTHORITIES?

YES NO

 

IS AN AGENCY PRODUCTION COMPANY OR ONE OF IT'S BRANCHES IN THE COMPETITION?

YES NO

 

NUMBER OF PRODUCTION COMPANIES IN THE COMPETITION

PITCH-COST-SHARE AMOUNT

LIST OF PRODUCTION COMPANIES IN THE COMPETITION

RESPONSE DEADLINE

ATTACHMENTS TO THIS BRIEF  
Tick as applicable

SCRIPT STORY NATIONAL AUTHORITIES MOOD MOOD TAPE

    


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## OTHER SUPPLEMENTARY INFORMATION

The brief letter is an opportunity to present the objectives of the campaign and, if necessary, the requirements specific to the advertiser and the brand, in order to produce a statement of intent that is as close as possible to the project.

NDA: The information contained in this brief is strictly confidential. They must not be disclosed under any circumstances. Furthermore, the elements communicated to the agency or to the recipient of the responses to this brief letter by the production company may not be used by the agency without the production company's authorisation.

## SIGNATURES

### AGENCY

NAME

SIGNATURE

### CLIENT / COST CONTROL

NAME

SIGNATURE



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