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| --- |
| **Brief on video development and making**APEX Consult undertakes obligations that commercial information obtained in the context of this document is confidential and may not be disclosed or transferred to third parties without the written permission of the Customer.   |
|
| **Company’s full name** | **In Russian** | **In Kazakh** | **In English** | **Other languages** |
|   |   |   |   |
| **A Product/service (the promoted object)** |   |
| **A slogan of the promoted object (if available)** |  |
| **A brief description of the promoted object** |  |
| **A target audience of the promoted object** | **Gender** | **Age** | **The level of income** |
| **Men** |  |  |  |
| **Women** |  |  |  |
| **The purpose of creating a video clip**  | **Presentation of the company/product/service** | **Increasing the level of awareness about the company/product/service** | **Changing the perceptions about the company/product/service** | **Creating the target audience’s loyalty** | **Other (please, describe)** |
|   |  |   |  |  |
| **Name your 2-3 major competitors** |   |
| **What is unique about your promoted object in comparison with the competitors?** |   |
| **In which language style are you planning to communicate with the audience?** | **Business** | **Informal** |
|  |  |
| **In which language** **are you planning to communicate with the audience?** | **Kazakh** | **Russian** | **English** |
|  |  |  |
| **Are there any requirements for the video design?** | **Yes, brandbook requirements should be taken into account** | **As preferred by the agency** |
|  |  |
| **Availability of source material for the video** | **Texts** | **Logo** | **Photo/video archive** | **Other (Please specify)** |
|  |  |  |  |
| **What do you think should be highlighted, when creating a video clip?** |  |
| **Will you be needing photo/video shooting to create a video clip (objects, interviews, etc.)** | **Yes** | **No** |
|  |  |
| **Expected duration** | **30 sec.** | **1 min.** | **2 min.** | **Other (Please specify)** |
|  |  |  |  |
| **Do you need an additional short version of the video clip?** | **Yes** | **No** |
|  |  |
| **Where are you planning to show the video clip** | **TV** | **LED-displays** | **Cinemas** | **Other (Please specify)** |
|  |  |  |  |
| **Specify the expected time limit for the work to be finished** |  |
| **Date of filling in the brief** |  |
| **Contact person (full name, position, phone number)** |  |

 ***Thank you very much!***