

# Ad Video QUESTIONNAIRE



## HOW TO USE THIS FORM

*This is a fillable PDF document. It's easy.*

1. Fill in the fields below.
2. Select 'File' menu, then click the 'Print' option.
3. In the print window change the selected printer to the 'PDF' option.
4. Click 'OK' or 'Print'.
4. Save window opens and you can save it to your hard drive.

Select the video length

30 Seconds

60 Seconds

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## Contact Details

First Name

Last Name

Phone

Email

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## Client Details

Company

Address

URL

Company Description

Brief description of the company, product or service

# Ad Video

## QUESTIONNAIRE

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### Video Details

#### Shoot Date

Do you have a specific day that you would like to shoot the video?

#### Shoot Time

Do you have a specific time of day that you would like to shoot the video?

#### Deadline

When do you need the video by?

#### Location

Where is the shoot taking place?

#### Subject

What is the subject of the video? I.e. Company, product, place, person, service...

#### Describe the Ad

#### Slogans/Key Messages

Do you have a slogan or key message you would like to highlight?

# Ad Video QUESTIONNAIRE

## Details for Script Development

### Goal

- Buy something     Build awareness     Generate an inquiry     Visit your location
- Other

### Attention-Getting Message

Successful Ads present a clear and direct message to generate an action.

**Some examples include:**

*"Save 50% on all living room furniture at ABC Furniture"*

*"Buy your dream car at Duek GM for just one dollar down!"*

*"Call us today for your free painting quote"*

What is your attention getting message?

### Additional Details for the Script

Tell us as much about your message or offer as you can:

**Examples include:**

*"Save on all sectionals, tables and lamps"*

*"Test drive one of the latest sports convertibles, SUVs and luxury sedans"*

*"We use the highest quality environmentally friendly paint"*

### Voice Over Options

- |               |                                    |                              |
|---------------|------------------------------------|------------------------------|
| <b>Gender</b> | <input type="radio"/> Male         | <input type="radio"/> Female |
| <b>Age</b>    | <input type="radio"/> Younger      | <input type="radio"/> Older  |
| <b>Tone</b>   | <input type="radio"/> Professional | <input type="radio"/> Casual |

# Ad Video QUESTIONNAIRE

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## Items for Inclusion

### Photos & Logos

Do you have any logos or photos you would like included? Please supply to us in high resolution file. File types: PNG, BMP, JPG, TIF, GIF (25MB max)

### Shot List

Are there any specific shots you would like featured? (If applicable)

### On-Screen Text

Would you like any text to appear in your Ad?

**Examples include:**

*"Open till midnight"*

*"For one week only"*

### End of Ad Details

What contact details should appear at the end of your Ad?

Company, address, URL, phone...

# Thank You!