# Production brief

WeClickk

DEFINE · BASICS, CONTACTS AND THE BRIEF

| CLIENT | PROJECT | SHOOT DATES | PRODUCTION COMPANY |
|---|---|---|---|
| | | | |

## BASICS

| PROJECT TYPE | DELIVERY DATE | ESTIMATED BUDGET | TARGET MARGIN |
|---|---|---|---|
| | | | |

Project type: Commercial, Music video, Brand campaign, Editorial, Doc / interview, Event coverage, Social content, Fashion, Lifestyle, E-commerce, Other.

## KEY CONTACTS

| Role | Name | Phone | Email |
|---|---|---|---|
| *Client contact* | *Noura Al Shamsi* | *+971 50 000 0000* | *noura@client.ae* |
| Approves the brief | | | |
| Producer | | | |
| Director | | | |

## THE BRIEF

IN THE CLIENT'S WORDS, OR YOURS

| WHAT ARE WE MAKING? |
|---|
| |
| WHO IS IT FOR? |
| |
| WHAT MUST IT SAY? |
| |
| HOW SHOULD IT LOOK AND FEEL? |
| |
| MUST HAVES AND THINGS TO AVOID |
| |

# Script and deliverables

WeClickk

DEFINE · WHAT GOES BACK TO THE CLIENT

CLIENT | PROJECT | BRIEF VERSION | DATE

## SCRIPT

| SCRIPT VERSION | RUNTIME | LOCKED ON |
|---|---|---|
| | | |

## FILES AND LINKS

MOODBOARD, REFERENCES, THE CLIENT'S BRIEF

| Label | Link or file | Notes |
|---|---|---|
| *Moodboard* | *Shared folder link* | *Warm dawn light, no stock* |
| | | |
| | | |
| | | |
| | | |
| | | |

## DELIVERABLES

ONE ROW PER PIECE

| Title | Type | Where it is used | Aspect | Res. | fps | File format | Colour | Length | Qty | Due | Assigned to |
|---|---|---|---|---|---|---|---|---|---|---|---|
| *Hero film* | *Video* | *YouTube, TV* | *16:9* | *4K UHD* | *25p* | *MOV (ProRes)* | *Rec.709* | *0:60* | *1* | *20 Dec* | *Editor* |
| *Cutdowns* | *Video* | *Instagram Reels* | *9:16* | *1080p* | *25p* | *MP4 (H.264)* | *Rec.709* | *0:15* | *3* | *22 Dec* | *Editor* |
| *Key stills* | *Still* | *Web hero* | *16:9* | | | *JPG* | *sRGB* | | *6* | *22 Dec* | *Photographer* |
| | | | | | | | | | | | |
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Where it is used: TV broadcast, OTT / CTV, Cinema, Instagram Reels, Instagram Feed, TikTok, YouTube, YouTube Shorts, Facebook, LinkedIn, X / Twitter, Web hero, Web banner, Email, In-app, Magazine, Billboard, In-store, Transit.

Video specs: aspect 16:9, 9:16, 1:1, 4:5, 21:9 · resolution 4K UHD, 1080p, 720p · frame rate 23.98p to 60p · file MP4 (H.264), MOV (ProRes), MOV (DNxHD) · colour Rec.709, Rec.2020, sRGB. Stills: JPG, PNG, TIFF, RAW · sRGB, Adobe RGB, ProPhoto.

## PRODUCTION NOTES PER DELIVERABLE

| NOTES |
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# Client approval

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DEFINE · VERSIONS, CHANGES AND SIGN OFF

CLIENT _____ PROJECT _____ BRIEF VERSION _____ DATE SENT _____

## APPROVAL HISTORY

EVERY VERSION YOU SEND

| Version | Sent to client | Opened | Result | Date | By |
|---|---|---|---|---|---|
| *V1* | *12 Nov* | *12 Nov* | *Changes requested* | *13 Nov* | *Noura Al Shamsi* |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

Result: Approved, or Changes requested. Reopened for edits starts a new version.

## CHANGES REQUESTED

TICK THE PART AND SAY WHAT

| Part | Tick | What should change |
|---|---|---|
| Brief | ☐ | |
| Deliverables | ☐ | |
| Shoot dates | ☐ | |
| Files and links | ☐ | |

## CLIENT APPROVAL

| | |
|---|---|
| APPROVED BY | ROLE |
| SIGNATURE | DATE |

By signing, the client agrees this brief and deliverables list is what will be produced. New requests after approval are new work.