

***Prepared for You  
By Launch Media***

## **NARRATIVE OBJECTIVES**

### **Objective**

What is your goal? What are you trying to accomplish with this project?

### **Audience**

Who is your audience(s)? Who are we trying to reach?

If you had their attention and a magic carpet to shuffle them around on, what would you show them?

What would you say to them?

### **Audience takeaways**

When the video fades to black, what do you want your audience(s) to feel, connect to, or relate with *most*? What will compel them to act?

What is your call to action?

What do you want your audience to do when they finish watching the video?

### **Theme (keywords) –**

What are the underlying messages, feelings, and emotions that we trying to convey? Something the viewer can sense possibly without ever hearing the word used. What is this piece actually about at its core?

*Example – Home, Friendship, Family, Brokenness, Success, Self-worth, Independence, confidence, fear, pride, etc*

### **Content Outline**

List the important items to be covered

## CREATIVE OBJECTIVES

### Creative Concept

What type of experience are we hoping to capture? What will viewers learn? What will they feel? How will they connect with the message being presented? What do we want them to do at the end?

### Inspiration

Do you have other videos that you like? Include examples to help guide your creative direction.

### Tone (music) –

How does it feel? What type of music do you imagine will work with the visuals to produce the feeling needed to reach your audience(s)?

*Example - Proud, honest, dark, fragmented, authentic, aged, classic, perfect, sinister, melancholy, uplifting, inspiring, edgy, reassuring, etc*

### Mood (visuals) –

What does it look like? What visuals will best reach the audience(s) with the intention of fulfilling the objective? What visuals are true to the story?

*Example – clean, simple, dark, unfocused, symmetrical, high contrast, divine, gritty, nostalgic, experimental, personal, submissive, dominant, optimistic, free, confined, etc*

### Format

Interview or Talent Driven?  
Is there any Voiceover/Narration?  
Who will be interviewed?  
What B Roll will be captured?  
Is there a graphic look already developed?