

PRODUCTION BRIEF

FOR ADVERTISING CONTENT

DATE	
ADVERTISER & BRAND	
FILM(S) TITLE(S)	
TREATMENT FEE (payable if the script being quoted does not proceed)	
AGENCY	
TV PRODUCER	
CREATIVE TEAM	
IS THERE A COST CONTROLLER APPOINTED TO THIS JOB?	
GUIDE BUDGET excl VAT	
PAYMENT TERMS (Please state if proposed payment terms differ to the current IAPI/CPI agreement)	
NUMBER & DURATION OF THE FILM(S) & CUTDOWN SPECS FOR DELIVERY	
TREATMENT DELIVERY DATE	
PRODUCTION GO AHEAD DATE	
PROPOSED PPM DATE	
PROPOSED SHOOTING DATE	



APPROVED BY THE CFP-E



(A concise version)

PRODUCTION BRIEF

FOR ADVERTISING CONTENT

PROPOSED DELIVERY DATE

PROPOSED AIR DATE

IS THIS AN EXISTING
CLIENT OF THE AGENCY?

HAVE THE SCRIPT(S) BEEN
APPROVED BY THE CLIENT?

HAS THE CREATIVE BEEN
THROUGH RESEARCH/ CLEARCAST/
RTE / RELEVANT AUTHORITIES?

IS THERE AN IN-HOUSE AGENCY
PRODUCTION COMPANY PITCHING
ON THIS PRODUCTION?

HAS THE CLIENT AGREED
TO SIGN THE TRI-PARTITE
COVID AGREEMENT?

LIST OF PRODUCTION
COMPANIES IN THE PITCH

OTHER SUPPLEMENTARY INFORMATION

Additional information relevant to the bid.

NDA: The information contained in this production brief is strictly confidential. The details must not be disclosed other than directly as part of preparing the treatment / bid. Furthermore, the treatment / bid elements communicated to the agency / client in response to this production brief by the production company may not be used by the agency without the production company's authorisation.

APPROVAL

AGENCY APPROVAL OF THIS PRODUCTION BRIEF

NAME



APPROVED BY THE CFP-E



(A concise version)