



PRODUCTION BRIEF FOR ADVERTISING CONTENT **AACC**

APPROVED BY APFP / AACC

DATE				
ADVERTISER				
COST CONTROL				
FILM(S) TITLE(S)				
AGENCY				
TV PROD				
CREATIVE DIRECTOR				
COPYWRITER				
ART DIRECTOR				
ACCOUNT DIRECTOR				
BUDGET (excl. tax)				
NUMBER AND DURATION OF THE FILM(S)				
CUT DOWN(S)				
VERSION(S)	VO	INT	SUB	OTHER :
DOES THE BUDGET INCLUDE POST PRODUCTION?	YES	NO		
DOES THE BUDGET INCLUDE AGENCY TRAVEL	YES	NO	NBR PEOPLE :	
DOES THE BUDGET INCLUDE MUSIC, SOUND DESIGN, VOICE OVER	YES	NO	BUDGET (excl. tax) :	
DOES THE BUDGET INCLUDE ACTORS' BUYOUTS	YES	NO	BUYOUTS RIGHTS (excl. tax) :	
DOES THE BUDGET INCLUDE PRINT	YES	NO	BUYOUTS RIGHTS (excl. tax) :	
DOES THE BUDGET INCLUDE DIGITAL ASSETS	YES	NO	BUDGET AMOUNT (excl. tax) :	
DOES THE PROJECT REQUIRE A MAKING OF	YES	NO	BUDGET AMOUNT (excl. tax) :	
DOES THE BUDGET INCLUDE PRODUCT TRANSPORT	YES	NO	BUDGET AMOUNT (excl. tax) :	
DOES THE BUDGET INCLUDE THE CREATION OF A PACKSHOT	YES	NO		
DOES THE BUDGET INCLUDE PRODUCTION OF MASTERS	YES	NO		
DOES THE BUDGET INCLUDE ARPP CHARGES	YES	NO		
INSURANCE NEEDED				
BUYOUT DURATION				

QUESTION ABOUT
COUNTRY OF CLIENT
COUNTRY OF AGENCY

QUESTIONS ABOUT
PHOTO SESSION

QUESTION ABOUT
DELIVERY
UPLOAD OR HARD DRIVE



PRODUCTION BRIEF FOR ADVERTISING CONTENT **AACC**

APPROVED BY APFP / AACC

BUYOUT TERRITORIES(IES)						
MEDIA :	TV	CINE	DIG	POS	Internal	Other (specify)

TV RATIO & DIGITAL :	16x9	14x9	4x3	9x16	1x1	Other (specify)
CINEMA RATIO :	1.1.66	1.1.85	Anamorphic			Other (specify)
TREATMENT DELIVERY DATE :						
PROJECT GREENLIGHT :						
PPM DATE :						
SHOOTING DATES :						
DELIVERY DATES :						
AIR DATE :						
IS THIS AN AGENCY COMPETITION ?	YES	NO				
IS THIS THE CREATION APPROVED BY THE CLIENT ?	YES	NO				
IS THE CREATION APPROVED BY THE ARPP ?	YES	NO				
IS AN A PRODUCTION COMPANY OF THE AGENCY OR ONE OF ITS BRANCHES IN THE COMPETITION?	YES	NO				
LIST OF PRODUCTION COMPANIES IN COMPETITION						
ATTACHMENTS TO THIS BRIEF	SCRIPT	STORY	ARPP	MOOD	MOOD TAPE	

OTHER SUPPLEMENTARY INFORMATION						

The material in this briefing letter is strictly confidential. They must not be disclosed under any circumstances. Furthermore, the elements communicated to the agency by the production company in response to this briefing letter may not be used by the agency under any circumstances without the authorisation of the production company.

QUESTION ABOUT
DIRECT SOUND CAPTURE

QUESTION ABOUT
REMOTE SHOOTING
OR PRESENCIAL SHOOTING