

ASSOCIATION LOGO

IN ACCORDANCE WITH



PRODUCTION BRIEF

FOR ADVERTISING CONTENT

THIS DOCUMENT HAS BEEN APPROVED BY THE CFP-E

PRODUCTION BRIEF

FOR ADVERTISING CONTENT

Please put your
company logo here

APPROVED BY THE CFP-E



| | |
|--|---|
| DATE | |
| ADVERTISER & BRAND | |
| COST CONTROL | |
| FILM(S) TITLE(S) | |
| TREATMENT FEE | Payable if the script(s) being developed for the treatment does not proceed |
| AGENCY | |
| TV PRODUCER | |
| CREATIVE DIRECTOR | |
| COPYWRITER | |
| ART DIRECTOR | |
| ACCOUNT DIRECTOR | |
| BUDGET Excl. VAT | |
| PAYMENT TERMS | |
| NUMBER & DURATION OF THE FILM(S) & CUT DOWNS | |

PRODUCTION BRIEF

FOR ADVERTISING CONTENT

DELIVERABLES

| |
|--|
| |
|--|

MEDIA BUYOUTS
Tick as applicable

| TV | CINE | DIG | POS | PLV | INTERNAL | OTHER |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

MEDIA TERRITORIES

| |
|--|
| |
| |
| |
| |

MEDIA DURATION

| |
|--|
| |
| |
| |
| |

DOES THE BUDGET INCLUDE POST PRODUCTION?

| YES | NO |
|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> |

DOES THE BUDGET INCLUDE A MOCKUP OF THE PRODUCT NEEDED? IF SO, WHO IS IT PROVIDED BY?

| YES | NO | OTHER |
|--------------------------|--------------------------|----------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="text"/> |

DOES THE BUDGET INCLUDE AGENCY TRAVEL?

| YES | NO | NO. OF PEOPLE |
|--------------------------|--------------------------|----------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="text"/> |

DOES THE BUDGET INCLUDE CLIENT TRAVEL?

| YES | NO | NO. OF PEOPLE |
|--------------------------|--------------------------|----------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="text"/> |

DOES THE BUDGET INCLUDE A DIRECTOR'S CUT?

| YES | NO |
|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> |

DOES THE BUDGET INCLUDE A PHOTOSHOOT SESSION?

| YES | NO |
|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> |

DOES THE BUDGET INCLUDE MUSIC, SOUND DESIGN, VOICE OVER?

| YES | NO | IF YES DOES IT INCLUDE BUYOUTS? | |
|--------------------------|--------------------------|---------------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | YES | NO |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

INFORMATION FOR THE MUSIC

| ORIGINAL COMPOSITION | NO MUSIC | LIBRARY MUSIC | SOURCED BY CLIENT |
|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Please put your company logo here

APPROVED BY THE CFP-E



PRODUCTION BRIEF

FOR ADVERTISING CONTENT

| | | | | | | |
|---|------------------------------------|------------------------------------|--|----------------------------------|---------------------------------|-------------------------------|
| DOES THE BUDGET INCLUDE BUYOUT FOR THE VOICE OVER | YES <input type="checkbox"/> | NO <input type="checkbox"/> | LANGUAGES | <input type="text"/> | | |
| DOES THE BUDGET INCLUDE ACTORS' BUYOUTS | YES <input type="checkbox"/> | NO <input type="checkbox"/> | BUYOUT RIGHTS (EXCL. TAX) | <input type="text"/> | | |
| BUYOUT DURATION | <input type="text"/> | | | | | |
| BUYOUT TERRITORY(IES) | <input type="text"/> | | | | | |
| DOES THE BUDGET INCLUDE PRINT? | YES <input type="checkbox"/> | NO <input type="checkbox"/> | BUDGET (EXCL. TAX) | <input type="text"/> | | |
| DOES THE BUDGET INCLUDE DIGITAL ASSETS? | YES <input type="checkbox"/> | NO <input type="checkbox"/> | BUDGET (EXCL. TAX) | <input type="text"/> | | |
| DOES THE PROJECT REQUIRE A MAKING OF? | YES <input type="checkbox"/> | NO <input type="checkbox"/> | BUDGET (EXCL. TAX) | <input type="text"/> | | |
| COST RELATING TO PRODUCT (Storage, transport, purchasing, secrecy) | YES <input type="checkbox"/> | NO <input type="checkbox"/> | BUDGET (EXCL. TAX) | <input type="text"/> | | |
| DOES THE BUDGET INCLUDE PRODUCTION OF MASTERS? | YES <input type="checkbox"/> | NO <input type="checkbox"/> | | | | |
| DOES THE BUDGET INCLUDE SHIPPING, DELIVERY, ONLINE OR ON AIR COSTS? | YES <input type="checkbox"/> | NO <input type="checkbox"/> | | | | |
| INSURANCE REQUESTED | <input type="text"/> | | | | | |
| TV RATIO & DIGITAL Tick as applicable | 16x9 <input type="checkbox"/> | 14x9 <input type="checkbox"/> | 4x3 <input type="checkbox"/> | 9x16 <input type="checkbox"/> | 1x1 <input type="checkbox"/> | OTHER <input type="text"/> |
| CINEMA RATIO Tick as applicable | 1.1.66 <input type="checkbox"/> | 1.1.85 <input type="checkbox"/> | ANAMORPHIC <input type="checkbox"/> | OTHER <input type="text"/> | | |

Please put your company logo here

APPROVED BY THE CFP-E



PRODUCTION BRIEF

FOR ADVERTISING CONTENT

TREATMENT DELIVERY DATE

PROJECT GREEN LIGHT

PPM DATE

SHOOTING DATES

DELIVERY DATES

REMOTE SHOOTING OR PRESENCIAL SHOOTING

AIR DATE

IS THIS AN AGENCY COMPETITION?

| | |
|--------------------------|--------------------------|
| YES | NO |
| <input type="checkbox"/> | <input type="checkbox"/> |

HAS THE CREATIVE BEEN APPROVED BY THE CLIENT?

| | |
|--------------------------|--------------------------|
| YES | NO |
| <input type="checkbox"/> | <input type="checkbox"/> |

IS THE CREATION APPROVED BY NATIONAL AUTHORITIES?

| | |
|--------------------------|--------------------------|
| YES | NO |
| <input type="checkbox"/> | <input type="checkbox"/> |

IS AN AGENCY PRODUCTION COMPANY OR ONE OF IT'S BRANCHES IN THE COMPETITION?

| | |
|--------------------------|--------------------------|
| YES | NO |
| <input type="checkbox"/> | <input type="checkbox"/> |

NUMBER OF PRODUCTION COMPANIES IN THE COMPETITION

LIST OF PRODUCTION COMPANIES IN THE COMPETITION

RESPONSE DEADLINE

ATTACHMENTS TO THIS BRIEF
Tick as applicable

| | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| SCRIPT | STORY | NATIONAL AUTHORITIES | MOOD | MOOD TAPE |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Please put your company logo here

APPROVED BY THE CFP-E



PRODUCTION BRIEF

FOR ADVERTISING CONTENT

OTHER SUPPLEMENTARY INFORMATION

The brief letter is an opportunity to present the objectives of the campaign and, if necessary, the requirements specific to the advertiser and the brand, in order to produce a statement of intent that is as close as possible to the project.

NDA: The information contained in this brief is strictly confidential. They must not be disclosed under any circumstances. Furthermore, the elements communicated to the agency or to the recipient of the responses to this brief letter by the production company may not be used by the agency without the production company's authorisation.

SIGNATURES

AGENCY

NAME

SIGNATURE

CLIENT / COST CONTROL

NAME

SIGNATURE

Please put your
company logo here

APPROVED BY THE CFP-E

