

# PRODUCTION BRIEF

FOR ADVERTISING CONTENT

DATE	
ADVERTISER & BRAND	
FILM(S) TITLE(S)	
AGENCY	
AGENCY 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	
TREATMENT FEE (payable if the script being quoted does not go into production)	
PROPOSED GO AHEAD DATE	
PROPOSED PPM DATE	
PROPOSED SHOOTING DATE	



APPROVED BY THE CFP-E



# PRODUCTION BRIEF

FOR ADVERTISING CONTENT

PROPOSED DELIVERY DATE

PROPOSED AIR DATE

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?

LIST OF PRODUCTION COMPANIES AND DIRECTORS IN THE PITCH

## OTHER SUPPLEMENTARY INFORMATION

Will stills photography overlap with the shoot?

Any additional information relevant to the bid, including screen ratio or media.



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## APPROVAL

AGENCY APPROVAL OF THIS PRODUCTION BRIEF

NAME