



IN ACCORDANCE WITH



PRODUCTION BRIEF

FOR ADVERTISING CONTENT

THIS DOCUMENT HAS BEEN APPROVED BY THE EPA

PRODUCTION BRIEF

FOR ADVERTISING CONTENT

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	
MEDIA TERRITORIES								
MEDIA DURATION								
DOES THE BUDGET INCLUDE POST PRODUCTION?	YES	NO						
DOES THE BUDGET INCLUDE A MOCKUP OF THE PRODUCT NEEDED? IF SO, WHO IS IT PROVIDED BY?	YES	NO	OTHER					
DOES THE BUDGET INCLUDE AGENCY TRAVEL?	YES	NO	NO. OF PEOPLE					
DOES THE BUDGET INCLUDE CLIENT TRAVEL?	YES	NO	NO. OF PEOPLE					
DOES THE BUDGET INCLUDE A DIRECTOR'S CUT?	YES	NO						
DOES THE BUDGET INCLUDE A PHOTOSHOOT SESSION?	YES	NO						
DOES THE BUDGET INCLUDE MUSIC, SOUND DESIGN, VOICE OVER?	YES	NO	IF YES DOES IT INCLUDE BUYOUTS?		YES	NO		
INFORMATION FOR THE MUSIC	ORIGINAL COMPOSITION	NO MUSIC	LIBRARY MUSIC	SOURCED BY CLIENT				

PRODUCTION BRIEF

FOR ADVERTISING CONTENT



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

PRODUCTION BRIEF

FOR ADVERTISING CONTENT



TREATMENT DELIVERY DATE					
PROJECT GREEN LIGHT					
PPM DATE					
SHOOTING DATES					
DELIVERY DATES					
REMOTE SHOOTING OR PRESENCIAL SHOOTING					
AIR DATE					
	YES	NO			
	☐	☐			
HAS THE CREATIVE BEEN APPROVED BY THE CLIENT?	YES	NO			
	☐	☐			
IS THE CREATION APPROVED BY NATIONAL AUTHORITIES?	YES	NO			
	☐	☐			
IS AN AGENCY PRODUCTION COMPANY OR ONE OF IT'S BRANCHES IN THE COMPETITION?	YES	NO			
	☐	☐			
NUMBER OF PRODUCTION COMPANIES IN THE COMPETITION		PITCH-COST-SHARE AMOUNT			
LIST OF PRODUCTION COMPANIES IN THE COMPETITION					
RESPONSE DEADLINE					
ATTACHMENTS TO THIS BRIEF Tick as applicable	SCRIPT	STORY	NATIONAL AUTHORITIES	MOOD	MOOD TAPE
	☐	☐	☐	☐	☐

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