



## Purpose

What is the primary purpose for this video?  
What other ways can you envision using this video?

## Visuals

List any particular settings or activities that should be highlighted.

## Message

What are the main points you want stressed?  
What message do you want the audience to walk away with?

## Theme/Music Selection

What type of emotion do you want this video to evoke? Energetic, Heartwarming, Educational, Motivating, Nostalgic, etc.

## Audience

Tell us the specifics of your audience: their age, gender, culture?  
What appeals to your audience? What do they want to see in your organization?

## Interview Candidates

Please list magnetic interview candidates inside and outside your organization.