

CLM² Media Productions



QUESTIONNAIRE

PROJECT TITLE		
CLIENT NAME		
CONTACT INFO	NAME	
	PHONE	
	EMAIL	
	MAILING ADDRESS	
BUDGET - What is your budget? Detailed financial projections	AMOUNT	
	FINANCE SOURCES	
	NOTES	
PROJECT OVERVIEW - What will your video be about? Project summary, research sources and findings		
PROJECT OBJECTIVES - What are your goals for this video? Detailed goals, desired outcomes, and measurable objectives		
LOCATION - In detail, where would you like to shoot this video? (Examples: Convention Center, Urban City areas, Ocean Beach, Golf Course, Fitness Center, Park, etc.)		
TARGET AUDIENCE The who, what, when, and where of the target customer base	PRIMARY DEMOGRAPHIC	Describe desired audience

	SECONDARY DEMOGRAPHIC	Describe desired audience
CALL TO ACTION Detail the desired reaction of the target audience		
CAMPAIGN LOOK AND FEEL - Are you looking for a cinematic feel? Documentary? Promo video? Etc. Describe the desired style of the campaign		
AUDIO - Will you be needing audio recording services? Interviews? Documentary? Promos? Etc. Please describe audio information needed for video.		
BACKGROUND MUSIC - Will this video have original owned music by client? Will you need an un-copy righted music? Or do you have a copyrighted music in mind for this video? Describe music information		
IMAGE REQUIREMENTS - Do you have a logo? Would you like to add your logo to the video? Beginning or End of Video? List needed imagery and projected sources/ attach to questionnaire	GRAPHICS	
	PHOTOGRAPHY	
	MULTIMEDIA	
SCHEDULE	PROJECTED TIMELINE	
	IMPORTANT DATES / DEADLINES	

OTHER Include any other critical information		
COMMENTS AND APPROVAL		
CLIENT CONTACT NAME & TITLE		
COMMENTS		
DATE	SIGNATURE	