**Mail Metro Media**

**Branded Video Briefing Form**

**Client:**

**Campaign name:**

**Campaign start & end date:**

|  |  |
| --- | --- |
| Objectives  |  |
| **Video Formats (spec is max 3MB and 30’’)** |  |
| **Key Messaging/Communication**  |  |
| **Creative direction**  |  |
| **Style/Look and Feel -** |  |
| **Product focus and availability**  |  |
| **Content mandatories** |  |
| **Talent Requirements, if applicable** |  |
| **Exit link URL/CTA** |  |