

# 2026 Video Production Creative Brief Template

# CELTIX

*A strong creative brief should be clear, concise, and aligned with the project goal.*

## Project Details

Project Title \_\_\_\_\_  
Client/Brand \_\_\_\_\_  
Project Owner \_\_\_\_\_  
Production Team/Agency \_\_\_\_\_  
Date \_\_\_\_\_

## Project Overview

What is this video for?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Primary Objective

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Target Audience

Primary Audience \_\_\_\_\_  
Audience Insights \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Core Message

Main Takeaway \_\_\_\_\_  
Supporting Points \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Creative Direction

Tone \_\_\_\_\_  
Style \_\_\_\_\_  
Visual References \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Deliverables

Primary Video \_\_\_\_\_  
Additional Assets \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Platforms \_\_\_\_\_

## Timeline

Stage	Date
Brief Approved	
Script Complete	
Filming	
First Edit	
Final Delivery	

## Budget

Estimated Production Budget \_\_\_\_\_  
Notes/Constraints \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

