



The University of Manchester

Video

briefing document

Contact details

Name

School/Faculty/Department

Date

Please complete as much of the form as you can and email it to marketing@manchester.ac.uk. The Marketing Team will help with any areas you are unsure about.

Once we have agreed your brief together, we will decide whether we can deliver in-house or whether we will need to outsource.

We have a short roster of preferred suppliers who are fully briefed on our brand guidelines; working with them will help achieve overall quality and consistency across all our marketing materials. We will help you liaise with our recommended suppliers to deliver an end product that is within budget, on time, meets all your requirements and is consistent with the University brand.

1. Objectives

Target audience

Key messages

Subject (what's the story, what's happening?)

Possible ideas for creative interpretation

Purpose (will the video appear on a website, be used at an exhibition, be sent out as a DVD?)

2. Corporate image

How might your messages and content dovetail with any aspect of the University brand?

Overall proposition: Making things happen

The University's links to the city of Manchester (original modern)

Our size (big and bold)

Our global reach

Our impact (the power to achieve)

3. Location

Proposed location (if relevant)

Contact telephone number of liaison person on the day of the shoot, if different to above

Will the crew need a pass?

4. Project management

Budget

Deadline