

ASSOCIATION LOGO

IN ACCORDANCE WITH



# PRODUCTION BRIEF

## FOR ADVERTISING CONTENT

THIS DOCUMENT HAS BEEN APPROVED BY THE CFP-E

# PRODUCTION BRIEF

FOR ADVERTISING CONTENT

PLEASE PUT YOUR  
COMPANY LOGO HERE

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DATE	
ADVERTISER & BRAND	
COST CONTROL	
FILM(S) TITLE(S)	
TREATMENT FEE	Payable if the script(s) being developed for the treatment does not proceed
AGENCY	
TV PRODUCER	
CREATIVE DIRECTOR	
COPYWRITER	
ART DIRECTOR	
ACCOUNT DIRECTOR	
BUDGET Excl. VAT	
PAYMENT TERMS	
NUMBER & DURATION OF THE FILM(S) & CUT DOWNS	

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DELIVERABLES	<div style="border: 1px solid #ccc; height: 80px;"></div>						
MEDIA BUYOUTS <small>Tick as applicable</small>	TV	CINE	DIG	POS	PLV	INTERNAL	OTHER
MEDIA TERRITORIES	<div style="border: 1px solid #ccc; height: 60px;"></div>						
MEDIA DURATION	<div style="border: 1px solid #ccc; height: 60px;"></div>						
DOES THE BUDGET INCLUDE POST PRODUCTION?	YES	NO					
DOES THE BUDGET INCLUDE A MOCKUP OF THE PRODUCT NEEDED? IF SO, WHO IS IT PROVIDED BY?	YES	NO	OTHER	<div style="border: 1px solid #ccc; height: 30px;"></div>			
DOES THE BUDGET INCLUDE AGENCY TRAVEL?	YES	NO	NO. OF PEOPLE	<div style="border: 1px solid #ccc; height: 30px;"></div>			
DOES THE BUDGET INCLUDE CLIENT TRAVEL?	YES	NO	NO. OF PEOPLE	<div style="border: 1px solid #ccc; height: 30px;"></div>			
DOES THE BUDGET INCLUDE A DIRECTOR'S CUT?	YES	NO					
DOES THE BUDGET INCLUDE A PHOTOSHOOT SESSION?	YES	NO					
DOES THE BUDGET INCLUDE MUSIC, SOUND DESIGN, VOICE OVER?	YES	NO	IF YES DOES IT INCLUDE BUYOUTS?		YES	NO	
INFORMATION FOR THE MUSIC	ORIGINAL COMPOSITION	NO MUSIC	LIBRARY MUSIC	SOURCED BY CLIENT			

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DOES THE BUDGET INCLUDE BUYOUT FOR THE VOICE OVER	YES <input type="checkbox"/>	NO <input type="checkbox"/>	LANGUAGES	<input type="text"/>		
DOES THE BUDGET INCLUDE ACTORS' BUYOUTS	YES <input type="checkbox"/>	NO <input type="checkbox"/>	BUYOUT RIGHTS (EXCL. TAX)	<input type="text"/>		
BUYOUT DURATION	<input type="text"/>					
BUYOUT TERRITORY(IES)	<input type="text"/>					
DOES THE BUDGET INCLUDE PRINT?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	BUDGET (EXCL. TAX)	<input type="text"/>		
DOES THE BUDGET INCLUDE DIGITAL ASSETS?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	BUDGET (EXCL. TAX)	<input type="text"/>		
DOES THE PROJECT REQUIRE A MAKING OF?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	BUDGET (EXCL. TAX)	<input type="text"/>		
COST RELATING TO PRODUCT (Storage, transport, purchasing, secrecy)	YES <input type="checkbox"/>	NO <input type="checkbox"/>	BUDGET (EXCL. TAX)	<input type="text"/>		
DOES THE BUDGET INCLUDE PRODUCTION OF MASTERS?	YES <input type="checkbox"/>	NO <input type="checkbox"/>				
DOES THE BUDGET INCLUDE SHIPPING, DELIVERY, ONLINE OR ON AIR COSTS?	YES <input type="checkbox"/>	NO <input type="checkbox"/>				
INSURANCE REQUESTED	<input type="text"/>					
TV RATIO & DIGITAL Tick as applicable	16x9 <input type="checkbox"/>	14x9 <input type="checkbox"/>	4x3 <input type="checkbox"/>	9x16 <input type="checkbox"/>	1x1 <input type="checkbox"/>	OTHER <input type="text"/>
CINEMA RATIO Tick as applicable	1.1.66 <input type="checkbox"/>	1.1.85 <input type="checkbox"/>	ANAMORPHIC <input type="checkbox"/>	OTHER <input type="text"/>		

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TREATMENT DELIVERY DATE	<input type="text"/>				
PROJECT GREEN LIGHT	<input type="text"/>				
PPM DATE	<input type="text"/>				
SHOOTING DATES	<input type="text"/>				
DELIVERY DATES	<input type="text"/>				
REMOTE SHOOTING OR PRESENCIAL SHOOTING	<input type="text"/>				
AIR DATE	<input type="text"/>				
IS THIS AN AGENCY COMPETITION?	YES <input type="checkbox"/>	NO <input type="checkbox"/>			
HAS THE CREATIVE BEEN APPROVED BY THE CLIENT?	YES <input type="checkbox"/>	NO <input type="checkbox"/>			
IS THE CREATION APPROVED BY NATIONAL AUTHORITIES?	YES <input type="checkbox"/>	NO <input type="checkbox"/>			
IS AN AGENCY PRODUCTION COMPANY OR ONE OF IT'S BRANCHES IN THE COMPETITION?	YES <input type="checkbox"/>	NO <input type="checkbox"/>			
NUMBER OF PRODUCTION COMPANIES IN THE COMPETITION	<input type="text"/>				
LIST OF PRODUCTION COMPANIES IN THE COMPETITION	<input type="text"/>				
RESPONSE DEADLINE	<input type="text"/>				
ATTACHMENTS TO THIS BRIEF Tick as applicable	SCRIPT <input type="checkbox"/>	STORY <input type="checkbox"/>	NATIONAL AUTHORITIES <input type="checkbox"/>	MOOD <input type="checkbox"/>	MOOD TAPE <input type="checkbox"/>

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## OTHER SUPPLEMENTARY INFORMATION

The brief letter is an opportunity to present the objectives of the campaign and, if necessary, the requirements specific to the advertiser and the brand, in order to produce a statement of intent that is as close as possible to the project.

NDA: The information contained in this brief is strictly confidential. They must not be disclosed under any circumstances. Furthermore, the elements communicated to the agency or to the recipient of the responses to this brief letter by the production company may not be used by the agency without the production company's authorisation.

## SIGNATURES

### AGENCY

NAME

SIGNATURE

### CLIENT / COST CONTROL

NAME

SIGNATURE

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