



LOU DENIM

AI CREATIVE DIRECTOR

AI VIDEO BRIEF

LOOKING TO CREATE A VIDEO WITH ARTIFICIAL INTELLIGENCE?

This form helps me understand exactly what you need before we start. Fill it in as completely as possible: every answer avoids back-and-forth, sharpens the quote and speeds up production. A field you don't know yet? Just write "TBD".

1

You fill in and return this document.

2

I send you a quote and a realistic schedule.

3

Production starts on green light: signed quote + deposit.

Return the completed form to: lou@loudenim.com

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YOUR DETAILS

YOU

COMPANY / BRAND

CONTACT PERSON

ROLE / TITLE

DATE

EMAIL

PHONE

PROJECT NAME

INDUSTRY food, real estate, fashion, automotive...

GOAL OF THE VIDEO what is it for? launch, awareness, promo, event, recruitment...

KEY MESSAGE if the viewer remembers only one thing, what is it?

TARGET AUDIENCE who is the video for? age, profile, location, language

DESIRED ACTION what should the viewer do after? buy, visit, subscribe, call...

EXACT PRODUCT NAME exact spelling + range / variant

PRODUCT DESCRIPTION what it is, category, what it's for

PRODUCT VISUAL REFERENCES HD photos, several angles, white-background packshot — Drive / WeTransfer link

■ No product reference = no guarantee of accuracy.

EXACT COLOUR(S) Pantone / hex / RAL code — product AND packaging

FORMAT, DIMENSIONS, PROPORTIONS height x width, volume, ratio

MATERIAL AND FINISH matte / glossy / metallic / transparent, texture, condensation...

VARIANTS TO SHOW scents, colours, sizes...

PACKAGING / LABEL exact text to display, logo placement, legal notices, barcode

NON-NEGOTIABLE ELEMENTS what must never change: shape, proportions, logo position, colour

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USAGE & DISTRIBUTION

DISTRIBUTION & TECH

WHERE WILL THE VIDEO RUN?

☐

Instagram

☐

TikTok

☐

YouTube

☐

Facebook

☐

LinkedIn

☐

Website

☐

TV

☐

In-store screen / POS

☐

Cinema

☐

Other

USAGE RIGHTS DURATION REQUIRED 6 months, 1 year, unlimited...

DISTRIBUTION TERRITORY Martinique, Guadeloupe, France, international...

DESIRED VIDEO LENGTH

☐ < 15 s ☐ 20 s ☐ 30 s ☐ 40 s ☐ > 40 s ☐ TBD

FORMAT / RATIO

☐ 16:9 landscape ☐ 9:16 vertical ☐ 1:1 square ☐ 4:5 ☐ TBD

DESIRED RESOLUTION

☐ 720p ☐ 1080p (Full HD) ☐ 4K (UHD) ☐ TBD

Resolution directly affects the quote.

LANGUAGE(S)

☐ French ☐ English ☐ Other

SUBTITLES?

☐ Yes ☐ No ☐ TBD

SOUND

☐ Voice-over ☐ Music ☐ Dialogue ☐ Sound design ☐ Silent (subtitled)

DO YOU HAVE A SCRIPT?

☐ Yes, provided ☐ No ☐ To develop together

WOULD YOU LIKE A STORYBOARD?

☐ Yes ☐ No

REQUIRED TEXT, HOOKS, SLOGAN tagline, on-screen text, hashtags...

MANDATORY SHOTS / ON-SCREEN ELEMENTS product, logo, packaging, price, address, legal notices...

LEGAL NOTICES / OBLIGATIONS e.g. "Drink responsibly...", promotional notices

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CREATIVE DIRECTION — THE VIBE

CREATIVE

THE OVERALL VIBE YOU'RE AFTER energetic, premium, warm, fun, cinematic, clean, luxury, street... in your own words

REFERENCES YOU LIKE YouTube / Instagram links, brand names, moodboard

DESIRED VISUAL STYLE realistic, stylised, animation, motion design, mix...

HOW MANY CHARACTERS? **HOW MANY PRODUCTS?** **HOW MANY ENVIRONMENTS?**

DESCRIPTION OF DESIRED CHARACTERS gender, age, look, energy, outfit, mood...

DESIRED LOCATIONS / ENVIRONMENTS **COLOURS / BRAND GUIDELINES**

WHAT YOU DO NOT WANT TO SEE visuals, clichés, styles, forbidden elements

BRAND RESTRICTIONS / SENSITIVITIES competitors, symbols, topics to avoid, cultural constraints

TONE TO AVOID too corporate, too humorous, too aggressive...

ASSETS YOU CAN PROVIDE

- ☐ Vector logo ☐ Brand guidelines ☐ Product photos ☐ Packaging ☐ Existing videos
☐ Brand fonts ☐ Music / licence ☐ None

LINK TO YOUR FILES Google Drive, WeTransfer, Dropbox...

DESIRED DELIVERY DATE

KEY DATES / DEADLINES

REVISION ROUNDS EXPECTED

- ☐ 1 ☐ 2 ☐ 3 ☐ TBD

URGENCY LEVEL

☐

Standard

☐

Priority (tight deadline — surcharge)

☐

Flexible

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FREE NOTES

ORGANISATION

ANYTHING I SHOULD KNOW THAT DOESN'T FIT THE BOXES ABOVE

TERMS

Production only starts once this brief is validated, the quote is signed and the deposit is received. A complete brief lets me give you a fair quote and a realistic schedule. Without a clear brief, no project starts — that is what guarantees a result worthy of the name.

BRIEF COMPLETED BY

DATE

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