Creative Treatment

Prepared for:

|  |  |
| --- | --- |
| Event Name | i.e. Weekend, 2:42, COH |
| Series Name | i.e. Influence, Enough, Only God |
| Play Date |  |

Working Title:

*FINAL TITLE:* *If working title has been changed*

Project #: Assigned after approvel

Date: Inception

Version : #1

# Creative Approach

**AUDIENCE:** Who are you speaking to, your target audience? i.e. families, o†ooo (Explorers, Beginners, Close to, Centered) 20/30/40 somethings?

**CONCEPT**: How would you describe your video if it were in a TV Guide?

**CONTENT**: What is your video message? What are you trying to teach, show or bring awareness to? What do you want your audience to learn or do after seeing this?

**CONVENTION/STRATEGY**: What are the elements that need to be developed or secured for this video? i.e. graphics, music, voice over, stock libraries, production shoot.

# Time Line

|  |  |  |  |
| --- | --- | --- | --- |
| Date | Responsibility | Content Team | Stakeholder(s) |
|  | **PITCH / DEVELOPMENT PHASE** |  |  |
| Meeting/Due | Pitch Approval | Leading | Client Rep. |
|  | Project assigned, Develop plan and write treatment. |  |  |
|  | Creative Treatment approved |  |  |
|  | Script written |  |  |
|  | Music selected |  |  |
|  | Script reviewed, revised, and approved |  |  |
|  | **PRE – PRODUCTION PHASE** |  |  |
|  | Pre- Meeting – Script Breakdown (Scope) |  | Video |
|  | Pre- Meeting - Budget |  | Video |
|  | Pre- Meeting – Schedule (Timeline) |  | Video |
|  | Pre- Meeting – Storyboard Review |  | Video |
|  | Pre- Meeting – Site Checks |  | Video |
|  | Pre- Meeting – Production Shoot |  | Video |
|  | Pre- Meeting – Post/Motion Graphics |  | Video |
|  | Music Approved |  |  |
|  | **PRODUCTION PHASE** |  |  |
|  | Production Shoots Begin |  |  |
|  | **POST PRODUCTION PHASE** |  |  |
|  | Brand design due |  |  |
|  | DESIGN WORK: Acquire Assets, create design, compile elements, create sample. |  |  |
|  | Design Approval |  |  |
|  | POST PRODUCTION WORK (Execution) , Dailies generated |  |  |
|  | **Revisions** |  |  |
|  | **PICTURE LOCK (Approval)** |  |  |
|  | V/O Recording |  |  |
|  | Sound Track complete (Voice-Music Mix) |  |  |
|  | Completed composition due |  |  |
|  | FINAL APPROVED |  |  |
|  | Deliverables due |  |  |
|  | Layback/Master to Format |  |  |
|  | Video Check |  |  |
|  | Show Date |  |  |
|  |  |  |  |
|  | **RIGHTS CLEARANCES** |  |  |
|  | **Stock Music** |  |  |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | Live: | Web: | Streaming: | Product: |  | | | | |
|  | **Stock Images** |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Live: | Web: | Streaming: | Product: |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Stock Footage** |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Live: | Web: | Streaming: | Product: |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Original Music (Need Releases)** |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Live: | Web: | Streaming: | Product: |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Original Images (Need Releases)** |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Live: | Web: | Streaming: | Product: |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Original Media (Need Releases)** |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Live: | Web: | Streaming: | Product: |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Talent (Need Releases)** |  |  |

# Investment

|  |  |
| --- | --- |
| Staff Roles  Producer:  Writers:  Director:  DP:  Audio:  Designer/Animator:  Video Editor: |  |
| Pre-production (allowance) | **# of Days** |
| Field Production (allowance) | **# of Days** |
| Edit (Post-production) (allowance)  Edit Prep (allowance days)  Design/Animate (allowance days)  Revisions (editor: allow 1 day)  Edit Master (editor: allow ½ day) | **# of Days** |
| Freelance Fees (allowance) | **$** |
| Equipment Rental Fees (allowance) | **$** |
| Stock Media Fees (allowance) | **$** |
| OTHER FEES | **$** |
| Contingency (10%) | **$** |
| **Total** | **$** |