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

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

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|  | **Stock Images** |       |       |

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

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

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

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

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

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

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

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

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

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

#  Investment

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| --- | --- |
| 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%) | **$** |
| **Total** | **$** |