

COMMERCIAL PRODUCTION

The Campaign Video Readiness Checklist

Check whether the message, offer, audience, locations, approvals, and rollout plan are ready for production.

For brands preparing for a commercial, social ad, product launch, promo, or awareness campaign.

MESSAGE

- What decision should the viewer make after watching?
- What offer, product, or idea is the campaign carrying?
- What must be understood in the first five seconds?

AUDIENCE

- Who is this for?
- What do they already believe?
- What barrier keeps them from acting?

PRODUCTION

- Are locations, people, products, permissions, and wardrobe ready?
- Who approves the concept, script, schedule, and final cut?
- What must be captured on shoot day for every required deliverable?

LAUNCH

- Which platform is the primary home?
- What cutdowns, thumbnails, captions, and analytics checkpoints are needed?
- Who publishes and who reads the results?