

10 Questions to Answer When Brainstorming Your Brand Promo

Creating a Brand Promo Video can be one of the most challenging and rewarding video projects you'll undertake. Promos are inherently creative – which means that before production ever begins there are many decisions to be made in order to maximize the effectiveness of your final video.

Start by answering the following list of questions. It's a great way to kickstart the creative process, and to align your team's vision for how to approach the project.

QUESTION	ANSWER
1: What is the primary goal for your brand promo?	
2: Who is the target audience?	
3: What is your customer's primary problem?	
4: How does your product/service solve that problem?	
5: How will you grab the attention of a distracted online audience?	
6: What is the desired tone of your commercial (serious, funny, tongue-in-cheek, etc.)?	
7: What is the deployment strategy for your promo?	
8: How will you reach different demographics within your audience?	
9: What are the KPIs for measuring the success of your promo?	
10: What is the next step in your funnel after a viewer watches your video?	

Once you've answered these questions, you'll have the raw material you need to start writing your Brand Promo Video script in-house or with your agency partner!