

30 second video capture brief

cumbria tourism
platinum advertisers 2009 - 2010

The details below will allow Cumbria Tourism to work closely with the video production company Red Onion, commissioned to produce your product video. Please ensure that you detail as much information as possible and use the guidelines available to assist when completing this form. We also advise you to view the product film examples available to view online at www.cumbriatourism.org/video

Cumbria Tourism will not allow the video to be produced without this form.
For more details contact Gaynor Wood at gwood@cumbriatourism.org

video shoot details

Name of business	
Type of Business (delete as appropriate)	(Accommodation / Non accommodation)
In addition to the Golakes website, will you be using the video for use on your own site? (delete as appropriate)	YES / NO
What are the key messages that you wish to reflect in the film?	
Is there preferred period or specific date/ times that would be convenient for filming?	
Could you please state 3 – 4 key features or unique selling points at your property that you wish to feature in your film and any specific rooms or areas that should be included.	
Are there any restrictions/ special circumstances/ rules which apply at your property that may affect the filming?	
We advise that a member of staff is available to assist the camera operator on the day of filming. Please state the name of the filming contact.	
Any other relevant information / areas that you hope to see included in the video.	

video edit details	
Tone of voice/ speed & flow/ music style or other style comments	
Audience: Who are your key visitors? (E.g. families, couples, etc)	
Would you like your logo to be included at the start of the video? (Please delete as appropriate)	YES / NO
Would you like any alternative formats/ sizes? Please state (additional charges apply)	
contact details	
Contact name	
Business address	
Post Code	
Contact telephone number	
Mobile telephone number	
Email address	
Cumbria Tourism membership number	
Date brief completed	
<u>Declaration</u> I understand that the content listed above will be used by Red Onion as the filming brief. Content that is not detailed with not necessarily be filmed. I hereby grant permission for Red Onion to film at the property detailed above and will cooperate to agree a suitable filming schedule. I have read and understood the terms and conditions detailed online at www.cumbriatourism.org/video	Sign Print name Date