

Creative Brief



Project Name: Scene 2 - BTS

Client: Scene2

Project lead: Tina Kelf

Content Designer at OnBrand



VIDEO PRODUCTION CREATIVE BRIEF

1. OVERVIEW

To showcase the story behind the impressive installations and projects Scene2 create. From ideation, sketches, creative process, to construction, craftsmanship ending with the final product.

By telling the story behind the huge range of work Scene2 produces, we hope to capture the sheer art of craft, the internal culture of the creative team, and ultimately, **how** Scene2 create these stand out installations.

2. OBJECTIVES

GOAL #1

Showcase the full creative process behind Scene2's installations and projects, the brainstorming, the sketching, the craft, the skills, the team. How exactly do we get to the end product on HUGE (sometimes literally) projects.

GOAL #2

For potential new clients to view Scene2 as leaders in their industry who put a great deal of care and skill into their craft.

3. TARGET AUDIENCE

By showing you are experts in your field with behind the scenes content alongside the final product, as well as the every day atmosphere at your studio showing your personable side, this should create a great impression for potential new clients.

4. VIDEO FORMAT

To tell the story of complete creative process behind these impressive projects, we believe that the best way to do that is with yourselves and your dedicated team.

Passion is something that shines through, especially on video, so as well as nice shots of the actual craft which we'll get on the shoot day, a sit down interview with Andy and/or Susan, and some members of the team, would help us get sound bites that help tell that story.

The "interview" will be very relaxed, we like to call it a "chat" which will happen between you and Tina (videographer), that just happens to be on video, no pressure! She will have a list of questions or topics to ask you about (see page 4). These questions can be asked to other members of the team, so we can create sound bites following the same topics and that'll help us with the narrative.

We'll then capture some great footage of your team in action, your workspaces, different craft techniques, and anything you feel you want to highlight.

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7. VISUALS

The main focus of the video will be several interviews of the employees. With the possible addition of B-Roll which shows the natural interactions and smiles of those involved in the video.

We will have a list of questions to ask all subjects, so their answers line up with one another.



◀ Footage #1: The Interviews

Subject to one side of the rule of thirds, facing the off-screen interviewer, with a pleasant, undistracting, background with depth and leading lines.

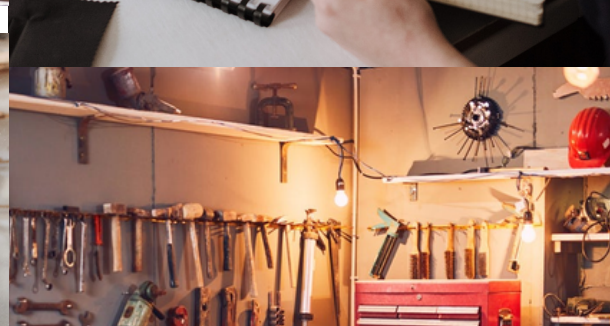
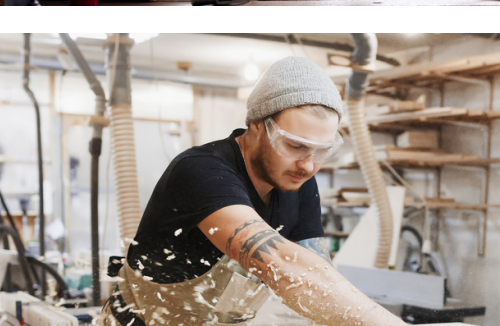
Subject should be at eye level, with appropriate head room in the frame.

Backdrop should be relevant to the discussion but not hugely distracting.

Footage #2: The BTS ▶

The b-roll footage should include:

- Footage of the workshops
- Crafting techniques - painting, sanding etc
- Different equipment being used
- Sketches being drawn
- The team sitting down together to plan
- Interactions between the team
- Wide shots of the workshops



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7. QUESTIONS

1. Intros - who are you? And how did you come to be at Scene2?
2. Tell us a bit about the origins of Scene2 - how did it start and how did it evolve? (Andy & Susan only)
3. Why do you think your clients come to you specifically? (Andy & Susan only)
4. How have you pulled your experience in theatre into a marketing/corporate environment? (Andy & Susan only)
5. Tell me about your team here? What does the team have in common? Which skills do different team members have to make Scene2 run smoothly? (Andy & Susan only)
6. What are some of the challenges of your builds and projects?
7. What are the most rewarding parts of your job?
8. What makes you different to your competitors in your industry? (Andy & Susan only)
9. What is your biggest or craziest project to date? (welcome namedrops)
10. Could you list some of the different crafts and skills involved in your work?
11. What's involved in your typical day to day at Scene2? Does it differ?
12. What's in line for the future of Scene2? What have you seen change in briefs and technology over the years? (Andy & Susan only)

8. BUDGET

This video will be offered at the rate of £x+VAT

The video will be 1 minute in duration and includes 1 full day of filming, 1 day of edits and 1 revision of edits.

Any further costs such as extra edits, location rent fees, and misc costs will be added.

9. DATES & DEADLINES

PRE-PRODUCTION

List of Questions to Ask Interviewees: by 11/01/23

Proposal & questions to be signed off by Client by 21/01/23

PRODUCTION

The shoot day which will be on Wednesday 25th January 2023.

POST-PRODUCTION

Deliver First Cut 10-15 working days from shoot completion.

Deliver Final Cut 2-5 working days from revisions from client

DISTRIBUTION

Client preference

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