

BLUEPRINT: One Shoot, Multiple Videos

COMPANY NAME: _____

DEFINE YOUR AUDIENCE

Who are these videos for?

Internal Use	Client	New Leads	Other

DEFINE YOUR DISTRIBUTION CHANNELS

Where will these videos live?

Landing Pages	Website Pages	Social Media	Email Marketing	Other

DEFINE YOUR KEY MESSAGE

Your key messages should be focused and relevant to your audience. Tell us what the video is about.

Key Message 1	Key Message 2	Key Message 3	Key Message 4	Key Message 5

Whether you need to produce a 3-5 min Brand Film or 30-60 sec Promo or commercial we at HADJI Studios will get you on your way.

CONTACT hello@hadji.tv

DEFINE YOUR CHARACTERS

Choose characters that are best suited to each of your key messages. Remember, the most interesting people might not be your company leaders. Consider clients, partners, or employees who are passionate about the topic.

Character 1	Character 2	Character 3	Character 4	Character 5

FOOTAGE OPPORTUNITIES

Whether it's displaying branding, capturing action shots or staging a demonstration — it's important to start brainstorming what shots will best tell your key messages.

Location-Specific Footage	Action shots	Staged Shots	Other Visual Elements

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