**Animated Explainer Video**

**Brief**

Hi! We’re thrilled you decided to collaborate with Arigato Studio on your Animated Explainer Video project.

Please take 10 minutes to answer the questions we’ve included below in order to help us better understand your project’s requirements and get the ball rolling in the right direction. All the information included in this short brief is vital to the project. If you are unsure how to answer, let us know and we’ll help you out.

**About you:**

1. Name:
2. Email:
3. Country:
4. Position at the company:

**About your business**

1. What business are you in?
2. What’s your product/service? Please be as specific as possible. (Pretend you are explaining it to a child.)
3. Please share your company’s name, website, social media and any other relevant contact information you would like to include in the video (i.e. phone number)
4. Please provide your logo in vectors ( .ai or .eps format).
5. What colors identify your company? Please send us your corporate manual if you have one.
6. Who is your target audience (the people who buys or use your service / product)

**About the video**

1. What’s the core (most important) message you want your viewers to walk away with?
2. What’s your goal with this video? Introduce your brand? Demo a new product? Get more signups?
3. What do you want your target audience to do after watching your video (call to action)? (Examples: Go to our website, go to our store, download the app, subscribe to our e-mail newsletter)
4. Please select 2-3 adjectives that best describe the tone or mood you would like to convey. (for example: professional, humorous, excited, relaxed, etc.)
5. Do you have any ideas for the story? Did you have any specific scenes or actions in mind?
6. Do you prefer a video with animated characters, an infographic style or a mix of both styles?
7. Do you have any video references? Please send us 2-3 YouTube or Vimeo urls of videos that closely resemble the final result you would like and specify what you like about each video.

Our portfolio

<http://www.arigatovideos.com/portfolio-1/>