



# Basic Package Briefing

## Contact information:

Title:  Surname:  Name:

Company:  Address:

## Product (short description of your product or assortment):

## It's your choice:

Studio background: *Black* or *White*  (fill in **black/white**)

Should we include your brand logo?:  (fill in **yes/no**)

*Please send your brand logo as a PNG file or (if you don't have access to a PNG version) as a JPEG file to [contact@the-film-people.com](mailto:contact@the-film-people.com).*

Additional information for the end title (e.g. website, contact information, adress, etc.)

Scenery/Props: Will be provided  (fill in **yes/no**)

Short description of the scenery/props (if provided):

What scenery/props should we send back to you:

Information about your product and company:

*What do you want to highlight with the product video? Do you want to accentuate certain features of your product or do you want to present the variety of your assortment? Please note below:*

The mood of your product video:

Mood/Style: *Energizing or Calm*

(fill in **energizing/calm**)

*Energizing: fast cuts and dynamic music*

*Calm: slower cuts and gentle music*

Intended usage / Format:

Social media: 1:1 (square) / 4:5 (vertical) / 9:16 (vertical)

Website and allrounder: 16:9 (landscape)

(fill in 1 format)

Please send the filled out form to [contact@the-film-people.com](mailto:contact@the-film-people.com). Send your products and scenery/props to the following address:

Zoë Sültemeyer  
Rheingaustraße 51  
65719 Hofheim  
Germany

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**The Film People**

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[contact@the-film-people.com](mailto:contact@the-film-people.com) | [www.the-film-people.com](http://www.the-film-people.com)