



Business World News

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BUSINESS WORLD NEWS

CONCEPT DEVELOPMENT SURVEY

Date: _____

Name: _____ Title: _____

Company: _____ Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

This survey analyzes what you would like to have produced, what you hope it will achieve, and other aspects of the production.

1. How have you used film or video productions in the past? _____

2. Who is responsible for defining the objectives of this news feature ("TV Spotlight") on your company?

3. How do you plan to use the expanded corporate video version of your Spotlight?

4. What would you like the main message of the Spotlight to be? (*Look for compelling headlines and story angles that will grab/keep viewers attention*).

5. What are your direct objectives of the Spotlight? _____

6. What are the indirect objectives? _____

7. Who is your primary audience? _____

8. Who is your secondary audience? _____

9. What are the major concepts you'd like to see communicated? _____

10. Do you have a preference for the tone and style of the marketing video? _____

11. Does your company currently have a marketing video? Yes ___ No ___

If yes, are you pleased with the contents? Yes ___ No ___

What would you change to improve it? _____

12. Do you have any existing materials (stills, artwork, raw footage, testimonials, media coverage, etc.) that could be utilized in the production? _____

13. Would you like us to adapt the production for international markets? _____
14. What countries? _____

15. We also have an extensive international library of live action footage, computer graphics and special F/X that could increase your productions value many times over. Do you see a possible need to use scenes from our in-house library? _____

16. What specific scenes and locations would you like to have included in the production? _____

17. Is there any facility considerations such as excess noise, heat, dust, limited power, off limit/inaccessible areas that may affect production? _____
18. What percentages of your customers are:
Male: _____ Female: _____
What is the average age? _____ Average income? _____
19. How much do they already know about the subject matter? _____

20. What is their attitude toward the subject matter? _____

21. What problems or misunderstandings does the audience have about the subject that needs correcting? _____

22. What is your audience's major benefit in seeing the Spotlight? _____
23. List bullet points that you would want your audience to remember and do after seeing your Spotlight _____

24. Please list names and titles of all key personnel to be interviewed. _____

25. Any technologies or products under development which will help solve the challenges and demands of the marketplace in the near future? _____

26. How many tape duplications will you need? _____
27. Will you need us to create any video packaging and/or collateral materials to be used in conjunction with the production? _____
28. Would you like us to assist you with: media buying, fulfillment, distribution, or International markets? _____

Thanks for completing the survey. We will analyze the information and develop a story approach that should be ideally suited for your needs.