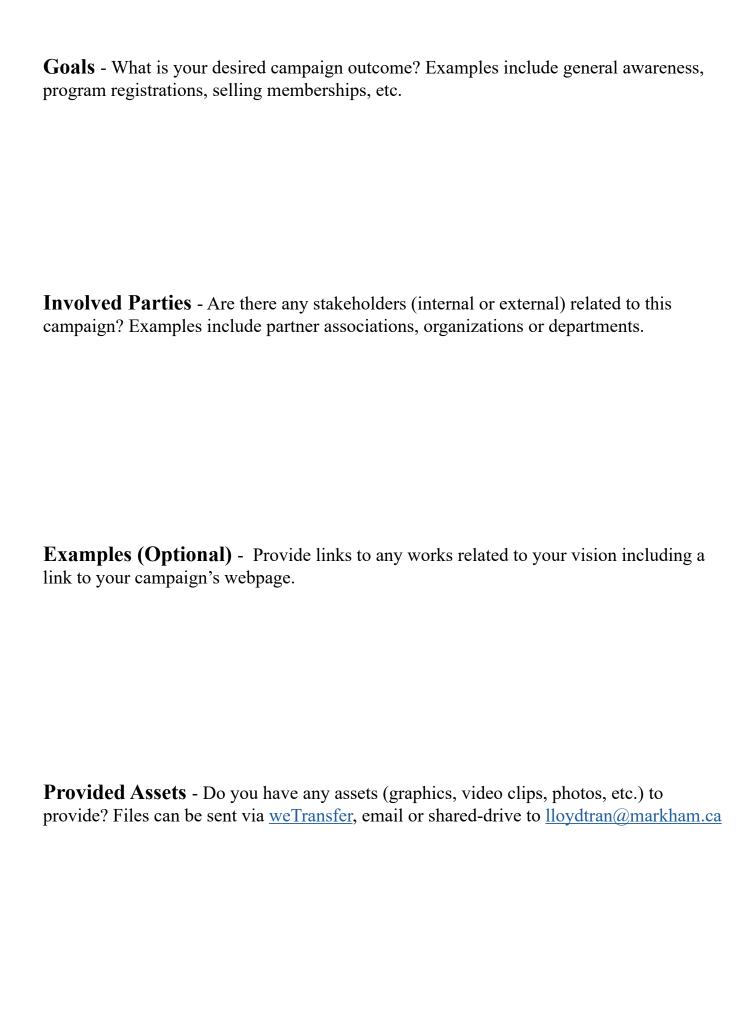
Corporate Communications - Video Request Intake Form

Please submit this completed form to Lloyd Tran – Digital Advisor (<u>lloydtran@markham.ca</u> | x2128) at least 2 weeks prior to planned video launch date.

Department:	Date:
Campaign:	Planned Launch Date:
Campaign Contact:	
Please answer the below questions describing your request.	
Project Brief - Describe your vision of the project.	

Target Demographic - Who is this video aimed at?



Filming Request - Do you require corporate communications to assist with filming new video clips? If so, please describe what is required.

Additional Notes

Guidelines & Best Practices

- 1. Limit edits to a maximum of 3 video drafts.
- 2. If you require assistance with brainstorming a video concept, inform your communications team prior to project launch.
- 3. Please provide feedback/approval of a received draft within 2 working days of receiving the draft.
- 4. Provide timestamps with any edits requested.
 - Ex) Replace footage of the building that appears at 0:30 seconds with...
- 5. Ensure any assets provided are the highest quality version available.
 - New content can also be filmed by your team (even on your mobile phone).
 - Phone tips: portrait mode, semi-modern device, ensure adequate lighting by shooting during the day and not facing the light source.
 - If Corp Comm is needed to shoot video footage, outline each shot you need captured. This may extend project timeline.
- 6. Please ensure final approval from your management team is received before the planned launch date, not the day of.
- 7. Content meant for IG Reels or YouTube Shorts are limited to 1980x1080 (portrait orientation) size and 60 seconds in length maximum.