

Corporate Communications - Video Request Intake Form

Please submit this completed form to Lloyd Tran – Digital Advisor (lloydtran@markham.ca | 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?

Goals - What is your desired campaign outcome? Examples include general awareness, program registrations, selling memberships, etc.

Involved Parties - Are there any stakeholders (internal or external) related to this campaign? Examples include partner associations, organizations or departments.

Examples (Optional) - Provide links to any works related to your vision including a link to your campaign's webpage.

Provided Assets - Do you have any assets (graphics, video clips, photos, etc.) to provide? Files can be sent via [weTransfer](#), email or shared-drive to lloydtran@markham.ca

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.