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# Production Planner

Client \_\_\_\_\_ Phone# \_\_\_\_\_ Email \_\_\_\_\_  
Campaign \_\_\_\_\_ Start Date \_\_\_\_\_ Stations \_\_\_\_\_

When consumers buy your product, what's their top concern, Price or Service?

What phrase can you say that people automatically think of your name?

What is the main goal or objective of this campaign?

Describe previous advertising that has created results for your company. What works, what fails?

What differentiates your product or service from the competition?

The three most important aspects viewers need to learn about your company?

Are there vendors that we can get Co-op \$ for use in your video marketing?

Please provide vendor contact information for logos, photos, etc.

Website \_\_\_\_\_ Login \_\_\_\_\_ Password \_\_\_\_\_  
Website \_\_\_\_\_ Login \_\_\_\_\_ Password \_\_\_\_\_

**Product Placement:** Please start with most important product!

Item #1 \_\_\_\_\_ Offer %off/\$ \_\_\_\_\_  
Disclaimer/Model# \_\_\_\_\_

Item #2 \_\_\_\_\_ Offer %off/\$ \_\_\_\_\_  
Disclaimer/Model# \_\_\_\_\_

Item #3 \_\_\_\_\_ Offer %off/\$ \_\_\_\_\_  
Disclaimer/Model# \_\_\_\_\_

Item #4 \_\_\_\_\_ Offer %off/\$ \_\_\_\_\_  
Disclaimer/Model# \_\_\_\_\_