

Destination Builder Plus

In preparation for your project kick-off call with the Ohio. Find It Here. team and video service partner, please answer the following questions.

Your answers will help your video production team get a better sense of your project and how to best create a video that supports your marketing needs.

1. How and where will the video be used?

2. Who is the audience?

3. What is the story the video will tell?

4. What is the location of the shoot?

5. What do you want to capture?

6. In what time of year/month do you want to film?

7. Is this a day or evening shoot?

8. Do you plan to feature talent in your video? If yes, how do you plan to source the talent?

9. Do we need props?

10. What is on your list of must-haves?