



BRANDED CONTENT
PRODUCERS BELGIUM

BRIEFING GUIDELINES FOR SOUNDSTUDIOS

INTRODUCTION

A well-prepared brief helps ensure that your soundstudio fully understands your goals, expectations, and constraints. Below are the key elements you should include when briefing a soundstudio. In addition, you'll find a list of BCP soundstudio members to contact for your briefing.

Try to limit the number of production companies to contact. When the project is relatively straightforward and all you need from the soundstudio is a budget estimate, there's no explicit limit. When contacting soundstudios for a project, expecting budget estimates for multiple scenarios, a portfolio, a statement of intent or mock-ups, please limit the number of soundstudios to 2 or 3.

In case the scope of the project changes during the process; please inform all invited agencies at the same time about the changes.

HOW TO PROCEED WITH YOUR BRIEFING?

- Make a duplicate of this template
- Write your briefing in the template
- Check it internally (and/or with the client?)
- Send it to all soundstudios at the same time
- Invite maximum 2 to 3 soundstudios

TIPS

Be as **specific as possible** without limiting creativity.

Share both **inspiration** and **clear restrictions**.

Align on **timeline and budget** **early** to avoid surprises.

1. GENERAL INFORMATION / PROJECT OVERVIEW

Briefly explain the context of your audio production.

Please provide us with information about the brand, the campaign and its main objectives.

Brand / Organization

Campaign name

Main objectives / General context

Describe briefly what this audio production supports, e.g. campaign, awareness project, internal communication, etc.

2. DELIVERABLES

Please provide an overview of the deliverables for your production. Creating a budget estimate for a longform project is a complex task. It's good to provide as much information as possible.

A kick-off call/meeting will probably be required to create a correct estimate.

TYPE OF PRODUCTION

Commercial

Podcast

Audioguide

Jingle

Soundtrack

Film

Audiobook

Other:

MEDIA

Radio

Television

Online Audio

Online Video

Cinema*

Other:

*Cinema mix requires extra post-production!

LANGUAGE(S)

SCALE OF PRODUCTION**For commercial productions**

Number of versions per medium

Distribution channels

Exact length(s) (in seconds)

Campaign duration

Region(s) / Country(ies)

Extended buy-out required Yes No

If yes, specify duration and region

Standard buy-out included in budget estimates is 1 year in Belgium

FOR LONGFORM PRODUCTIONS (AUDIOBOOK, AUDIOGUIDE, PODCAST, ...)

Number of chapters/stops/episodes

Estimated duration per chapter/stop/episode

Is a script or word estimate available? Yes (attached) No

Additional notes

3. CREATIVE WORK

Some soundstudios are full-service production companies, meaning they also offer services on creative work, like script creation, script doctoring or music composition.

SCRIPT

Depending on whether you want the Soundstudio to write a new script or to review or execute an existing script and/or to produce mock-ups in advance, please choose one or more of the options below and attach required material.

Soundstudio needs to create the script based on a briefing

Key message, obligatory info and call-to-action

Soundstudio reviews / reworks existing script (= script doctoring)

Is there a temporary script available? Yes (attached) No

Soundstudio receives finished and approved script >> no rework/feedback by soundstudio required

Soundstudio creates a mock-up of your commercial in advance Yes No

If mock-ups are required

How many versions

Which language(s):

MUSIC

Does your commercial/campaign require music? You have the choice between an existing track, stock music or an original composition, created especially for your campaign.

Existing track (cleared and provided by client)

Existing track (to be cleared by soundstudio)

Original composition

Provide us with a separate briefing!

Required length(s)

Number of versions

Music inspiration / reference tracks Yes (attached by url/file) No

Stock music

provided by client researched by soundstudio

AUDIO BRANDING

Does your brand have a jingle/audio branding that needs to be incorporated into the commercial?

YES YES but it needs adjustment

NO NO but I would like one to be created by the soundstudio (separate briefing required)

Brief description

SOUND ON SET

Yes No

SOUND DESIGN

Is required Not required

Additional info

VOICES

Single narrator Dialogue Multiple characters Dub-voices

Character/voice-over descriptions

Gender(s)

Age category

Accent(s)

Desired vocal
qualities / timbre

4. BUDGET & TIMELINE**BUDGET**

Please inform us if there is a pre-determined budget that needs to be respected. Alternatively, feel free to provide us with a budget range. This will help us define the possibilities and budget estimates for your campaign. While a set budget or range is useful, the indication might not correspond with the required deliverables. If this is the case, sacrifices must be made either on the set budget or on the scope of the project.

Fixed budget: €

Budget range: € – €

Comments or constraints

TIMELINE & MILESTONES

First script draft delivery

Script approval deadline

Shooting/review days (if applicable)

Offline/online edit expected (if applicable)

Final delivery deadline per medium

Air date

5. SIGN OFF

First & last name author briefing

Function author briefing

Agency

Date