PROJECT BRIEF, REWRITTEN BY ROSA VEGA FILMS

Okafor & Vale brand film

Hero film and social cutdowns. Rewritten from the agency's brief, with every gap marked

Tag key. `[NEEDS: what, from whom]` : missing. This is what's needed, and who has it.

This brief has marked gaps and can't be used to plan the shoot until they are filled.

1. The project in one line

A 90-second hero film and six social cutdowns for Okafor & Vale, coffee roasters, for `[NEEDS: the main audience, from the agency]`.

2. Background

Okafor & Vale is a coffee roaster. Its founder is Ada. It has a new logo. The original brief also names winning more wholesale clients and hiring baristas as goals. `[NEEDS: where Okafor & Vale roasts and sells, how long it has been running, and what is driving this film now, from the agency]`

3. The problem to solve

Asked for: a brand film that makes people love the brand and lifts sales, awareness, wholesale clients and barista hiring.
Underneath: `[NEEDS: the one business problem this film must solve first, from the agency and Okafor & Vale]`

4. The objective

`[NEEDS: the one change this film should make first, chosen from the five goals in the original brief, and how Okafor & Vale will measure it, from the agency]`
The other goals move to separate briefs, listed at the end.

5. The audience

The original brief says: everyone who drinks coffee, 18-65.

- Main audience: `[NEEDS: one group first, then any second group, from the agency]`
- Not for: `[NEEDS: who the film is not for, from the agency]`
- What they believe now, and what they should believe or do after watching: `[NEEDS: from the agency and Okafor & Vale]`

6. The single most important thing

> `[NEEDS: the one message the film must land, in one sentence, and the proof behind it, from the agency and Okafor & Vale]`

The original brief's message, "We are the best coffee in Texas," can't be used on screen until the award behind it is named (see section 7).

7. What we know that helps

- Okafor & Vale has a founder, Ada, and a new logo.
- It has won an award: `[NEEDS: which award, when, and who awarded it, from Okafor & Vale]`. Until it is named, the film says neither "award-winning" nor "best in Texas."
- `[NEEDS: facts that set Okafor & Vale apart from other roasters, and anything customers already say about it, with permission to use their words, from Okafor & Vale]`

This section has marked gaps and can't be used until they are filled.

8. What to avoid

- Putting Ada on camera: the original brief says she doesn't want to be.
- Any claim the brand can't yet back.
- `[NEEDS: past films or ads that didn't work, what Okafor & Vale dislikes, what other roasters all do, and any legal or brand limits, from the agency]`

9. Scope and deliverables

- In: 1 x 90-second hero film.
- In: 6 x social cutdowns. `[NEEDS: lengths, platforms, aspect ratios, and whether they are cut only from the hero film footage, from the agency]`
- The budget includes drone footage and actors. `[NEEDS: what the drone shots and the actors are for, how many actors, and who casts them, from the agency]`
- `[NEEDS: shoot locations and number of shoot days, from the agency]`
- Out of this brief: the behind-the-scenes photos and the podcast trailer. Each gets its own brief if wanted.

10. Mandatories

- The new logo. `[NEEDS: the logo files and any brand guidelines, which were not attached, from the agency]`
- The original brief asks for Ada to be featured, and also says she doesn't want to be on camera. `[NEEDS: how Ada is happy to appear (voice only, hands at work, photos, name on screen, or not at all), from Okafor & Vale through the agency]`
- `[NEEDS: captions, music, legal lines and any other must-haves, from the agency]`

11. Voice and taste

The original brief's words: premium but fun, edgy but safe, make it pop. References: Apple ads and a Wes Anderson film.

`[NEEDS: the specific ads and film, what to take from each, and what would make Okafor & Vale wince, from the agency]`

12. Timeline

- Brief approved: `[NEEDS: the date, from the agency]`
- Shoot: two weeks after approval, as given.
- Final delivery: "in 10 days," as given. `[NEEDS: what the 10 days are counted from, the approval or the last shoot day, from the agency]`
- Launch: the original brief says it "was last Friday." `[NEEDS: the launch date, whether the launch has happened, and the date the film is now needed by, from the agency]`
- Review rounds: `[NEEDS: how many, and how long each one gets, from the agency]`

13. Budget

$8,000 all in, including drone and actors, as given.

`[NEEDS: what "all in" covers (crew, edit, grading, music, actors' fees, drone, locations, permits, insurance, Rosa Vega Films' fee), whether the photos and podcast trailer come out of the same figure, and the payment terms, from the agency]`

14. Decisions and approvals

The marketing team, the founder and the investors all sign off.

`[NEEDS: the one person with the final say, the order of sign-off, and how many rounds of changes come with each stage, from the agency]`

15. How we'll judge it

`[NEEDS: what success and failure look like in Okafor & Vale's terms, from the agency]`

16. Open questions

Before anything is booked

1. The one objective, and how it is measured. From the agency, with Okafor & Vale.
2. The main audience, who it is not for, and what they should believe or do after watching. From the agency.
3. The single most important thing, and the proof behind it. From the agency and Okafor & Vale.
4. The award: which one, when, and who awarded it. From Okafor & Vale, through the agency.
5. The launch date, whether it has passed, and the date the film is now needed by. From the agency.
6. The brief approval date, and what "10 days" is counted from. From the agency.
7. The one person with the final say, the order of sign-off, and the rounds of changes. From the agency.
8. How success and failure will be judged. From the agency.
9. What "$8,000 all in" covers, whether the photos and the trailer share it, and the payment terms. From the agency.
   Only the people working on this project will read this.

Before pre-production and casting

10. How Ada is happy to appear. From Okafor & Vale, through the agency.
    Only the people working on this project will read this.
11. Locations, shoot days, what the drone shots and actors are for, how many actors, and who casts them. From the agency.
12. The specific references, what to take from each, and what would make Okafor & Vale wince. From the agency.
13. Where Okafor & Vale roasts and sells, how long it has been running, and why this film now. From the agency.
14. Facts that set the brand apart, and customer words with permission to use them. From Okafor & Vale.
15. What to avoid: past work that didn't work, dislikes, what other roasters all do, legal or brand limits. From the agency.

Before the edit

16. Cutdown lengths, platforms and aspect ratios, and whether they come only from hero film footage. From the agency.
17. The logo files and brand guidelines. From the agency.
18. Captions, music, legal lines and other must-haves. From the agency.
19. How many review rounds, and how long each one gets. From the agency.

Not covered by the original brief: how people see Okafor & Vale today, the brand's story, its rivals and what customers pick instead, and how its current customers found it. From Okafor & Vale, through the agency, before pre-production.

Separate briefs to come

- Behind-the-scenes photos.
- Podcast trailer, if it is still wanted.
- Anything aimed at winning wholesale clients, if that goal stays.
- Anything aimed at hiring baristas, if that goal stays.

Source note. Every fact in this brief comes from the agency's original brief for the Okafor & Vale brand film. Nothing has been added from anywhere else.