

Mad Bear Questionnaire

Do you currently use video online?

If so, what do you like about it?

What do you dislike?

Do you have a clear idea of the direction for your new video?
(It is ok if you don't)

Please list any specific images, people or concepts you would like to include in your video.

How do you intend to use the video (please check all relevant items)

marketing
educating
selling
awareness of a cause or concept
product launch
product demonstration
training
internal team building
motivation
other (please specify) _____

New Jersey Office
380 Mountain Rd. Suite #1101
Union City, NJ 07087
info@madbearproductions.com



New York Office
350 Fifth Ave. 59th Fl.
New York, NY 10118
888.741.7730

Mad Bear Questionnaire

What platform(s) do you intend to use to distribute the video?
(please check all relevant items)

website

social media (please be specific: facebook, twitter, etc) _____

trade shows

email

broadcast television

in-house

DVD

Other (please be specific) _____

Who do you want to see this video? What is your target audience?
(if you want to do multiple videos please be as specific as possible for each video by demographic)

What makes your Brand/Service/Product special or unique?

Are you satisfied with the current perception of your Brand/Service/Product in the marketplace?

Are there any stories that can define your Brand/Service/Product?
(these can be from customers, employees or anyone else who may be relevant)

In an ideal scenario, what action would you like the video to motivate?
(i.e. person finishes watching the video... what happens next?)

New Jersey Office
380 Mountain Rd. Suite #1101
Union City, NJ 07087
info@madbearproductions.com



New York Office
350 Fifth Ave. 59th Fl.
New York, NY 10118
888.741.7730