Video Ad Formula - Project Prep Worksheet

Brand: _____
Product: _____
Video Type: _____

Business Objective	Benefit List	Campaign KPI
What is the core objective of your business as it relates to customer/market?	List all relevant benefits with as much precision as possible. Try to keep statements to 7 words or less and phrase them in a way that most compels action.	☐ Installs ☐ Website Visits ☐ Registration ☐ Leads ☐ Add To Cart ☐ Purchase ☐ Other: _____

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