



# B2C Video Pre-Production Checklist

## Strategy & Goals

- Primary goal defined (awareness/consideration/conversion)
  - Success metric agreed upon
  - Target audience clearly identified
  - Funnel stage confirmed
  - One core message locked
  - Primary platform(s) selected
  - Target video length(s) set
- 

## Creative Direction

- Video type confirmed
  - Hook defined (first few seconds)
  - Emotional angle selected
  - Core story flow approved
  - Proof element planned
  - CTA finalized
  - Brand voice and visual style confirmed
- 

## Script & Shot Planning

- Script approved
- On-screen vs spoken text decided
- Platform-specific edits planned



- Shot list finalized
  - B-roll needs identified
  - Key product shots defined
- 

## Talent & Location

- On-camera talent confirmed
  - Usage rights agreed
  - Wardrobe guidance provided
  - Location secured
  - Lighting and sound conditions checked
  - Backup plan in place
- 

## Technical Setup

- Camera format confirmed
  - Aspect ratios planned
  - Audio approach set
  - Lighting approach defined
  - Text safe zones considered
- 

## Legal & Compliance

- Model releases signed
- Location releases signed
- Music licensed
- Claims reviewed
- Platform ad rules checked



## Production Readiness

- Shoot schedule finalized
  - Crew roles assigned
  - Props and products ready
  - Post-production needs to be planned
  - Tracking and distribution prepared
- 

## Final Check (Day Before)

- Talent confirmed
- Gear charged and ready
- Media cleared
- Shot list shared
- Legal docs on hand