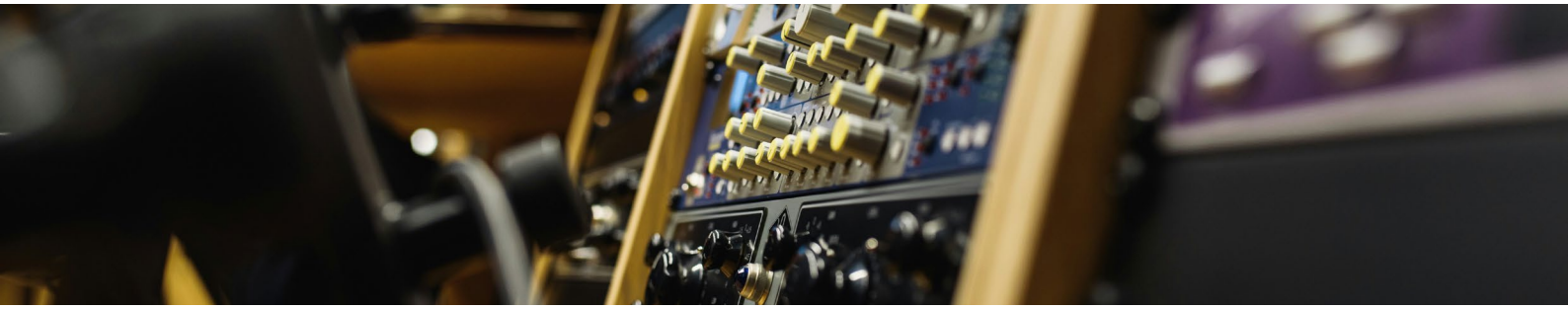
cyrius MediaWorks
Strategic Sound & Vision

How to Brief Your Studio:
A Client's Guide



Great projects start before the cameras roll. A clear brief saves time, reduces costly revisions, and keeps your content on brand. This guide shows you how to prepare a strong brief, so your studio sessions run smoothly and deliver the best results.

Key Elements for your Brief

Cover both creative and practical details. Define goals, audience, and creative direction and things like the tone, mood, visuals, or references. **Add the essentials:** budget, timelines, approval process, usage (socials, ads, events, internal comms), and technical requirements like file formats. Even noting the intended style like professional, conversational or friendly, helps steer the team.

"Clear briefs = clear outcomes. The more detail you give us at the start, the more polished and impactful the final result."

Key Outcomes for your Project

1. **Define goals and audience**
   Be clear on why the project exists: informing, entertaining, or promoting, and who it's for. Audience guides tone, pacing, and style.

2. **Choose the right format**
   Video, audio, or both? Podcast, short social clip, animation, or corporate video? Decide early so the creative matches your objectives.

3. **Provide key information**
   Supply scripts, brand guidelines, logos, or references.

4. **Set budget and timelines**
   Outline costs, deadlines, and approval stages to avoid surprises.

5. **Share inspiration**
   Reference, samples, mood boards gives a clear picture of the look and feel you're after.

6. **Avoid pitfalls**
   Don't assume or be vague. Minimise mid-project changes. A clear brief ensures a smoother process and a stronger result.

A strong brief lays the groundwork for success. The more clarity upfront, the better the process - and the final outcome.

Talk to us about a project –
Call Stefan 0408 868 292