***Creative Brief Template***

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| **What type of project is this shoot request for? *At the moment, we cannot assist with filming pilots.***

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|  **Feature film**  |  **Documentary** |  **Magazine photo shoot** |  **Newspaper photo shoot** |  **TV/Cable News shoot** |  **Other (*please state project*):** |

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| **Company Requesting Shoot (i.e., show, magazine, station, production company):** | **\*Ideal Shoot Date/s (we generally don’t allow filming on weekends):** |
|  |  |
| **Contact Name and Contact Information:** | **\*REALISTIC Time Frame for Shooting (i.e., 8-9am):** |
|  |  |
| **\*Ideal Store Location:** | **Specific Location Inside/Outside Store (i.e., produce section, parking lot, etc.):** |
|  |  |
| **Crew Size:** | **Cast/Model Size:** |
|  |  |
| **Equipment/Large Props Using (i.e., lights, cameras, etc.):** |  |
|  |  |
| **\****Flexibility on dates, times, and locations may determine whether or not Whole Foods Market can assist you.* |
| **ABOUT THE PROJECT** |
| **Summary of Project, Show, Article in which the photo or video footage will appear:**  |
|  |
| **Audience/Ratings Info:** | **Website (if applicable):** |
|  |  |
| **Approximate air/publication time and date:** | **Will you need a Whole Foods Market spokesperson? Will anyone from Whole Foods Market be featured? (Team Members in the background, cashiers, etc.)** |
|  |  |
| **MUTUAL BENEFIT/COST CONSIDERATIONS** |
| **Will Whole Foods Market benefit from this shoot? How?** | **Will Whole Foods Market store brand products or signage be shown?** |
|  |  |
| **Are you requesting that any costs be incurred by Whole Foods Market?** | **In addition to shooting at Whole Foods Market, are you requesting a sponsorship as well?** |
|  |  |
| Whole Foods Market does not charge a location fee. |
| **\*\*Please note: A video or clip of this article/segment MUST be shipped to Whole Foods Market when the project is complete. Ship to: Whole Foods Market, Attn: Emily Wright, 550 Bowie St., Austin, TX 78703**  |