

QUESTIONNAIRE ABOUT YOUR FILM

Kapito
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CUSTOMER INFORMATION

Please briefly describe your business.

(website, department, contact person, phone number, email)

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**1. FOR WHAT PURPOSE DO YOU WANT TO USE THE VIDEO ?
WHAT IS THE MISSION OF THE PROJECT ?**

**2. PLEASE DESCRIBE WHAT YOUR COMPANY OFFERS IN TERMS OF PRODUCTS AND
SERVICE OFFERS. (LINK TO INFORMATION)**

**3. PLEASE TELL US ABOUT TWO OR THREE COMPETITORS THAT ARE SIMILARLY
POSITION IN THE MARKET.**

**4. HOW DO YOU STAND OUT FROM THE COMPETITION. WHAT IS SO UNIQUE ABOUT YOU?
DO YOU HAVE A UNIQUE SELLING PROPOSITION ?**

5. WHO IS THIS VIDEO FOR? WHO IS THE VIEWER? PLEASE DESCRIBE YOUR TARGET AUDIENCE ?

6. ARE THERE ANY VIDEOS THAT YOU LIKE VERY MUCH IN TERMS OF LOOK AND FEEL ? PLEASE TELL US THE LINK / LINKS.

7. WHERE WILL THE FILM BE PUBLISHED ?

8. OPTIONAL COMMENTS / REMARKS THAT ARE IMPORTANT TO US.