

A PRE-PRODUCTION TEMPLATE

# The Commercial Shoot Brief

A WORKING TEMPLATE FOR DESIGNERS, BRANDS, AND AGENCIES

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A pre-production framework for the people commissioning the work. Fill it in before your first conversation with a photographer. The clearer your brief, the better the imagery, and the fewer surprises on shoot day.

Pre-production is the creative insurance that makes good work possible.

# How to Use This Brief

Strong pre-production is what separates a shoot that delivers from one that just happens. Most projects that miss the mark do not miss because of equipment, weather, or talent. They miss because nobody got the brief settled before the day. The pages that follow are the questions I work through on every project, written for the person on your side of the table.

Every shoot worth doing has a structure behind it. This brief walks the same structure I use on every project, adapted for the brand side. You will move from naming what we are doing, into the story, the audience, the deliverables, the usage, the cast, the location, the timeline, and the last questions that protect the work.

Fill it in honestly. Leave fields blank if you do not know yet. Half-formed answers are useful, missing answers are too. Both tell me where you need a creative partner, and both shape the proposal I send back.

When you fill this in clearly, you give your photographer something to guide, compliment, and collaborate with. That is where the best work comes from.

# Project Anchors

*Before anyone scopes, prices, or schedules, we name what we are actually doing.*

PROJECT NAME

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COMMISSIONING BRAND OR AGENCY

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PRIMARY CONTACT, ROLE, AND FINAL DECISION AUTHORITY

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PROJECT TYPE

- |  |   |
|--|---|
| <input type="checkbox"/> Campaign      | <input type="checkbox"/> Editorial      |
| <input type="checkbox"/> Lookbook      | <input type="checkbox"/> E-commerce     |
| <input type="checkbox"/> Brand content | <input type="checkbox"/> Product launch |
| <input type="checkbox"/> Social-first  | <input type="checkbox"/> Other          |

ONE-SENTENCE PROJECT DESCRIPTION

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THE SINGLE SENTENCE WE WANT THIS CAMPAIGN TO MAKE PEOPLE FEEL

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*If you can answer the feeling sentence with confidence, the rest of this brief gets easier. If you cannot, that is fine. It is one of the first things we will work through together on the call.*

# The Story

The strongest work I make is interested in real, specific people, not in repeating a beauty standard everyone has already seen. Tell me what this campaign is actually about, and what it is not.

ONE-SENTENCE CREATIVE CONCEPT

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MOOD AND TONE IN FIVE TO TEN WORDS

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THREE REFERENCE IMAGES YOU KEEP COMING BACK TO, AND WHAT EACH ONE CAPTURES

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WHAT THIS SHOOT SHOULD NOT FEEL LIKE

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THE VISUAL REFERENCE BRANDS OR ARTISTS CLOSEST TO YOUR TASTE

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# Audience and Voice

The strongest work happens when the brand has already done its own homework on who it is speaking to. Get the audience question settled here, and the imagery work is half done.

WHO IS THIS AUDIENCE, IN ONE SENTENCE

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THE BRAND VOICE IN THREE WORDS

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EXISTING GUIDELINES, MOODBOARDS, OR BRAND BIBLES, LINK OR ATTACH

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THE CLOSEST PEER OR COMPETITOR BRAND WE WANT TO FEEL ADJACENT TO

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THE CLOSEST PEER OR COMPETITOR BRAND WE WANT TO FEEL DIFFERENT FROM

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# Deliverables

Deliverables are what you will actually use to do business: the imagery that fuels your launch, your campaign, your sales decks, and your social. Naming them up front shapes everything we make.

## FINAL IMAGE COUNT

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## HERO IMAGES VERSUS SUPPORTING IMAGES

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## REQUIRED ORIENTATIONS

- Horizontal 16:9
- Square 1:1
- Vertical 9:16
- Vertical 4:5
- Open

## REQUIRED FORMATS

- RAW
- Full-res JPG
- Web-optimized
- Print-ready CMYK
- Layered PSD on hero only

## RETOUCHING EXPECTATIONS

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## VIDEO OR MOTION DELIVERABLES

- Stills only
- Motion stills package
- Full motion package

# Usage and Licensing

Usage is the variable that drives the price of commercial work more than any other. Naming it up front saves us both time later. These answers are exploratory, not final. We will refine them together.

## WHERE WILL THESE IMAGES RUN

- Owned digital
- Print
- Press and PR
- Wholesale or trade decks
- Paid social
- OOH
- Broadcast or streaming
- Other

## GEOGRAPHIC TERRITORY

- Domestic only
- Europe
- North America
- Worldwide

## LICENSING TERM

- 1 year
- 2 years
- 3 years
- Perpetual
- Not sure yet

## EXCLUSIVITY REQUIRED, YES OR NO, AND CATEGORY IF YES

## IS A BUYOUT THE ACTUAL ASK OR THE ASSUMED DEFAULT

### A NOTE

If you are not sure about licensing yet, that is normal. We will work through it together on the call. The Usage Rights guide on the website goes deeper if you want to read up first.

# Talent, Wardrobe, Beauty

Casting is creative direction, not logistics. Who shows up in front of the camera is the project. Whatever you already know about the cast, share here.

## TALENT SOURCING

- Brand provides                       Photographer sources                       Mixed

## NUMBER OF MODELS OR SUBJECTS

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## WARDROBE APPROACH

- Brand provides on-set                       Stylist sources  
 Mix of brand and pulled pieces                       TBD

## HAIR AND MAKEUP

- Brand provides                       Photographer sources  
 Talent comes ready                       TBD

## SPECIFIC CASTING NOTES, AGE, LOOK, DIVERSITY, REPRESENTATION GOALS

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## ANY APPROVED TALENT ALREADY ATTACHED

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# Location and Production

Production is the bridge between the idea on the moodboard and the image on the screen. The more we settle here, the less we negotiate on the day.

STUDIO, LOCATION, OR BOTH

Studio

Location

Both

Not sure yet

IDEAL LOCATION VIBE IN ONE SENTENCE

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CITIES OR REGIONS IN PLAY

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ALREADY SCOUTED OR CONFIRMED LOCATIONS

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TRAVEL CONSIDERATIONS FOR TALENT AND CREW

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PERMITS, ACCESS, OR RIGHTS QUESTIONS WE SHOULD FLAG NOW

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# Investment and Timeline

The word 'budget' suggests cost. 'Investment' is closer to the truth, because the imagery should outlast the campaign.

## ALL-IN INVESTMENT RANGE

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|--|---|
| <input type="checkbox"/> Under \$5K        | <input type="checkbox"/> \$5K to \$10K  |
| <input type="checkbox"/> \$10K to \$25K    | <input type="checkbox"/> \$25K to \$50K |
| <input type="checkbox"/> \$50K to \$100K   | <input type="checkbox"/> \$100K and up  |
| <input type="checkbox"/> Need help scoping |   |

## SHOOT DATE WINDOW

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## FINAL DELIVERY DEADLINE

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## EXTERNAL CAMPAIGN LAUNCH OR PRESS DATES TIED TO THIS

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## ANY FLEXIBILITY ON TIMELINE IF CREATIVE REQUIRES IT

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# The Last Questions

Four prompts that have saved more projects than any spec sheet. Answer them honestly. If you can, answer them before our call.

WHAT WOULD MAKE THIS PROJECT A CLEAR SUCCESS

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WHAT WOULD MAKE THIS PROJECT GO SIDeways

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ANYTHING ELSE THE PHOTOGRAPHER SHOULD KNOW GOING IN

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THE FIRST THING YOU WOULD WANT ME TO READ AFTER THIS BRIEF

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# What Happens Next

**01** Send this completed brief to me along with any reference links.

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**02** Book a 20-minute discovery call to walk through it:  
[cal.com/jenifermendez/discovery-call](http://cal.com/jenifermendez/discovery-call)

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**03** Receive a tailored proposal within two to three business days.

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*Imagery built on intent reads on every screen it lands on. That is what we are after.*

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JENIFER MENDEZ PHOTOGRAPHY

COMMERCIAL FASHION, BEAUTY, AND EDITORIAL / [JENIFERMENDEZ.COM](http://JENIFERMENDEZ.COM)