

BRIEF #2 – BRIEF DOCUMENT

EMAILS FROM CLIENT:

Email 1:

Hi Sarah,

I hope you're okay and enjoying the countryside!

We've been busy creating some new and exciting things and have managed to get ACE funding for our next project!

The project over all is called Connecting Beyond Borders. We've got a few strands to it and one of them is a series of podcast that we hope to continue with even after our initial funding! We're looking into Jingles at the moment and was wondering if you'd have the time to help us with this?!

We'd need it to be along the lines of our nordic branding and cheerful and upbeat too. I was thinking a main one for the start and end of our podcast and then a few notes from it in a separate clip to use for in-between topics etc. Ideally, we'd love it to be done by the end of this week or next so we can get started with posting content etc for our launch at the end of this month.

What do you think? Let me know if you need anymore information. Can discuss fee once you've confirmed.

Email 2:

Thank you so much for this, so great to have you on board!

I think we're looking for something a bit more up-tempo and maybe a little less "romantic". We'll be interviewing theatre people about funding, networking etc so maybe something slightly more "corporate"?

It might just be speeding it up a bit and taking off the claps?

These are some examples - they're not perfect at all but tempo and the tone maybe?

- Not necessarily this sci-fi but maybe a good tempo reference?
 - <https://podcasts.apple.com/gb/podcast/philosophy-for-our-times/id1151965239>
- A friend of mine has started this podcast, we'll be speaking over the theme in the beginning in the same way:
 - <https://podcasts.apple.com/gb/podcast/another-actors-podcast/id1503981419?i=1000474135191>
- This is a bit funky - maybe too funky haha
 - <https://podcasts.apple.com/gb/podcast/what-donors-want/id1252602370?i=1000406529574>