

COMMERCIAL SHOOT CHECKLIST

Recreated example · based on my work at Attention Driven Marketing

Client		City	
Shoot dates		Total shoot days	
Production lead		Videographer	
Client contact		Best way to reach	
Approved budget		Owner sign-off date	

1 PRE-PRODUCTION APPROVALS

☐ Scripts and concepts finalized	Writer	Date
☐ Scripts and concepts signed off by leadership	Owner	Date
☐ Concept walkthrough held with client; concepts approved	Client	Date
☐ Video list confirmed (commercials, social, informational, team, brand)	Production lead	Date
☐ Budget confirmed against client-approved amount	Owner	Date
☐ Shoot schedule approved	Owner	Date
☐ Casting approved	Owner	Date
☐ Locations approved and booked	Production lead	Date
☐ Props approved and purchased	Production lead	Date

2 SHOOT SCHEDULE

DAY	DATE	LOCATION	VIDEOS / SCENES	CALL TIME	NOTES
1					
2					
3					
4					
5					
6					

3 CAST STANDBY FOR EVERY KEY ROLE

ROLE	ACTOR	BOOKED VIA	SCRIPT SENT	CONFIRMED	STANDBY ACTOR	CONTACT
			☐	☐		
			☐	☐		
			☐	☐		
			☐	☐		
			☐	☐		

4 VOICE TALENT (POST-PRODUCTION)

VIDEO	VOICE ACTOR	SCRIPT SENT	OWNER APPROVED	DELIVERY DATE
		☐	☐	
		☐	☐	

5 LOCATIONS WEATHER ALTERNATIVE FOR EVERY OUTDOOR SCENE

LOCATION	ADDRESS	SCENES	BOOKED	CONTACT	WEATHER ALTERNATIVE
			☐		
			☐		
			☐		
			☐		
			☐		

6 PROPS AND WARDROBE

Plan a little extra. Scenes often need more people or props than the script suggests.

ITEM	SCENE	SOURCE / WHERE TO BUY	COST	HAVE IT	NOTES
				☐	
				☐	
				☐	
				☐	
				☐	
				☐	
Total props and wardrobe					

7 TRAVEL AND LOGISTICS

☐ Flights booked for crew	Date
☐ Lodging booked	Date
☐ Ground transportation arranged	Date
☐ Equipment list confirmed with videographer	Date
☐ Schedule and scripts shared with cast, crew, and client	Date

8 ON SET, EACH DAY

- ☐ Review the day's videos and scenes with owner and videographer
- ☐ Confirm cast, location, and props for the day; activate standby or weather plan if needed
- ☐ Log script changes and improvised scenes in shoot notes
- ☐ Check off completed videos before leaving each location

9 WRAP AND HANDOFF

☐ Footage uploaded and sorted by videographer	Videographer	Date
☐ Shoot notes organized and shared	Production lead	Date
☐ Videos added to the monthly production schedule; editors assigned	Production lead	Date
☐ Client review scheduled; client approves each video before final edits	Client	Date
☐ Finished videos handed off to the campaign team	Campaign team	Date

10 LESSONS FROM THIS SHOOT
