01 THE MUSIC

Start with their sound. You do not need to write lyrics or plan the production.

1. What does their playlist sound like?

Your references help us create an ORIGINAL song. We do not copy existing music.

GENRE / STYLE

ARTIST OR BAND

FAVORITE SONG

2. What should their original song FEEL like? Choose up to two.

- ☐ Powerful / high-energy
- ☐ Funny / playful
- ☐ Warm / heartfelt
- ☐ Nostalgic
- ☐ Big / cinematic
- ☐ Relaxed / uplifting

3. What lead voice would fit them?

- ☐ Male
- ☐ Female
- ☐ No preference

4. Any musical styles, sounds, or topics we should AVOID?

5. What message, nickname, or line could anchor the chorus?

Something they would immediately recognize as personal. It need not be polished.

6. Optional: Any song, concert, or music memory with special meaning?

TIP Genre, favorite artist and favorite song give us the strongest starting point for an original soundtrack written for this person.

02 THE PERSON

Specific moments, little habits, and relationships make the video personal.

1. Who are we celebrating?

FULL NAME / NICKNAME / PRONUNCIATION

AGE / OCCASION

REVEAL DATE

2. Who are they in real life? Personality, passions, hobbies, dreams.

3. Who matters most? Names, relationships and what makes them special.

4. Two stories that could only be about them.

FUNNY / CLASSIC MOMENT

MEANINGFUL / PROUD MOMENT

5. Any signature sayings, inside jokes, nicknames, or habits?

6. What would make them say "WOW, that is ME" on screen?

7. If this video communicates ONE thing, what should it say?

8. Anything we should NOT mention or show?

MEDIA TO SEND

Aim for 30-50 ORIGINAL photos + 3-10 short video clips (if available). Include childhood, current, candid, milestone and portrait images. Mark must-use files.

- [ ] I have permission to submit the media for creation of this project.
- [ ] I authorize AI to clean, modify or animate these images/videos for this project.