

aspect

FILM & VIDEO

How to get the most value out of Charity Videos

Aspect's top 10 tips

introduction

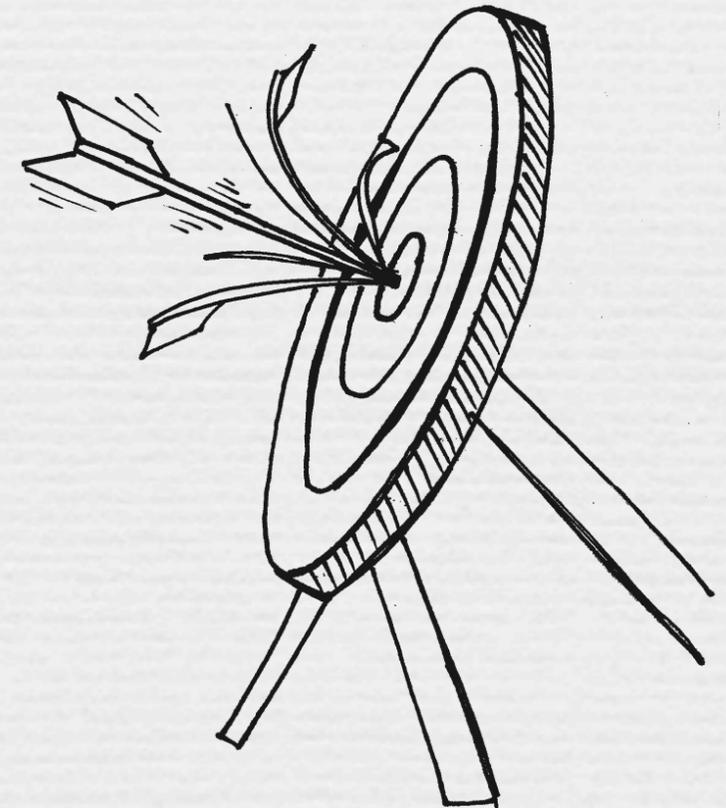
Whether this is the first time you're making a video to promote your charity or whether you've done this before, our top 10 tips will help you get even better results. Having made a massive range of online charity films and DVD's we understand the most important do's and don'ts. So sit back and watch this short guide which will help you get the most value for your marketing budget.

Adam Etheridge
Director, Aspect Film & Video



I) objectives

It sounds really obvious but you need to be absolutely clear about what you want to get out of your film. And even more importantly, what you want your audience to get out of the film? How do you want them to think, feel and act as a result? Make sure you have a clear call to action.



2) script it

Always agree on a finished script of the entire film before any shooting. This is the time to make sure that all of your key messages and differentiators are realised. It's far easier to make changes to messaging on paper than in the edit suite. Time spent at this important stage will save you both time and money later on.



3) identify barriers to entry

What we mean by that is, understand any typical objections or misunderstandings your audience may have. By acknowledging these you can work with the scriptwriter to unpick them in the messaging.



4) make it tangible

You need to make the value of your cause tangible to the viewer. What impact does your charity have? If you're asking for financial support make sure you're transparent about where the money is spent and why.

5) show don't tell

Telling the viewer how to feel will only leave them passive and disengaged. Wherever possible show the audience, give them room to form their own opinions and make an emotional connection. This is one of the key benefits of using film.



6) substantiate

Back up your claims with evidence and expert opinions. Having a third party endorse your appeal gives you instant and valuable credibility.



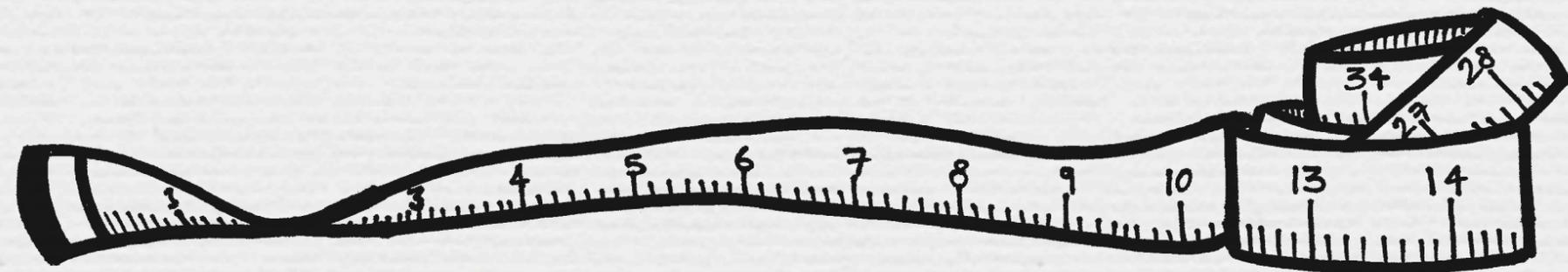
7) be creative

As a charity I'm sure you understand how important it is for people to connect emotionally with your cause. To help you do this your film could contain scenes that sensitively recreate or portray the issues in a dramatic way. This can be very compelling. Make sure your production company can deliver this kind of emotive work, its not easy and needs to be done with care and sensitivity.



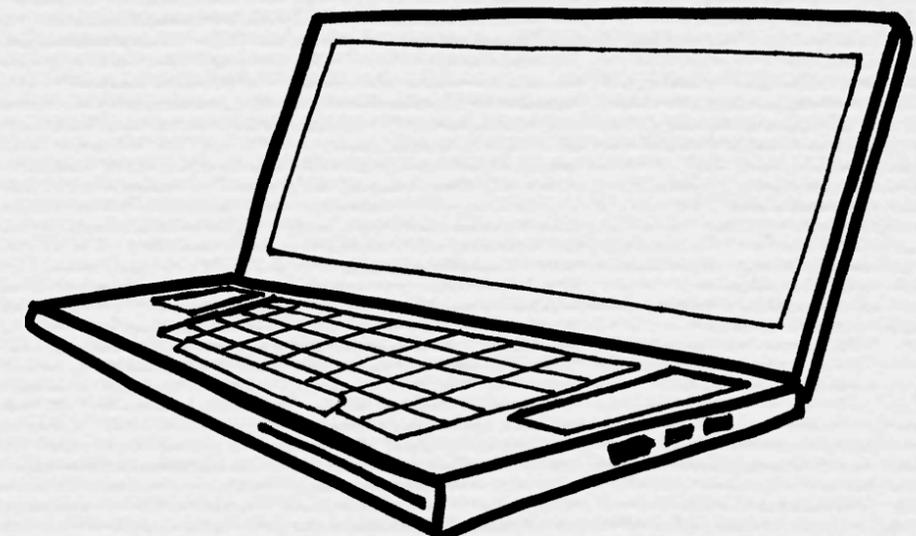
8) length

Less is often more with these types of communications. I'm not suggesting that there should be a specific limit on the length of your film but you have to think of the audience, who they are, where and how they are watching and how much time you're expecting them to give up? Better to leave them hungry to find out more.



9) web delivery

If you haven't already planned for this, then you should definitely integrate the film into your website as well as on DVDs etc. But be careful; this is an area many people get wrong technically, which results in a frustrating experience for visitors to your site. Although formats like quicktime and windows media are very good, we strongly recommend you use flash. It is the same technology as YouTube: its compatible with virtually every machine, its quick, easy and great quality.



10) other activity

Clearly identify what other marketing activities you are planning to run, and ask yourself how your film might be able to integrate with them. If your doing any direct marketing, events, or email marketing for example, then film can often be much more effective than traditional static content.

conclusion

Right now video is one of the most powerful ways to market a charity. Its engaging, gets great attention, tells compelling stories, and compared to static content, will have a massive impact on your marketing. At this time in the market place, its never been more important to select the most effective marketing activity for your budget and right now video has never been easier or more cost-effective for charities.

I hope you've found these tips useful. If you'd like to discuss the production of a charity video with one of our team contact:

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