



aspect

Get more out of film

BUSINESS VIDEO PRODUCTION

GETTING THE BRIEF RIGHT



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The logo for 'aspect' is displayed in white lowercase letters on a solid lime green square background.

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1 STEP AWAY FROM THE VIDEO CAMERA!

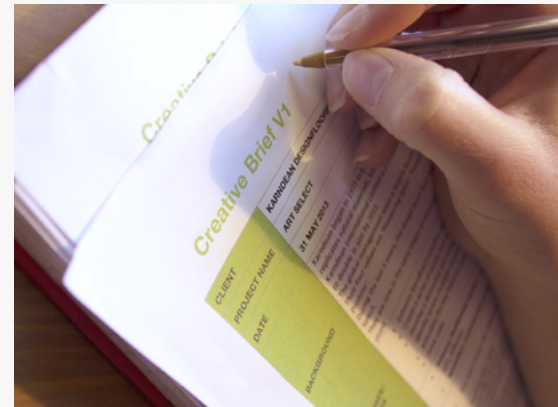
Before you get the video camera out make sure you are clear what your objectives are and how making a video can support them. What marketing and communications issues do you want your video to address?

- » Overcome misconceptions
- » Substantiate your proposition
- » Articulate the benefits of a complicated product or service
- » Entertain your customers
- » Engage internal staff

It is vital that you are absolutely clear in your own mind why you are making a video and what you want to get out of it. Remember, a video is a means to an end, not an end in itself. Too often people get caught up in business video production itself and lose track of what they are seeking to achieve.

And be specific - don't just say we want people to like our video and come to our website.

REMEMBER, A VIDEO IS A MEANS TO AN END, NOT AN END IN ITSELF



2 DON'T ASK TOO MUCH **OF YOUR VIDEO**

Video is a powerful marketing tool and great for creating a strong emotional reaction in audiences, but it cannot perform miracles.

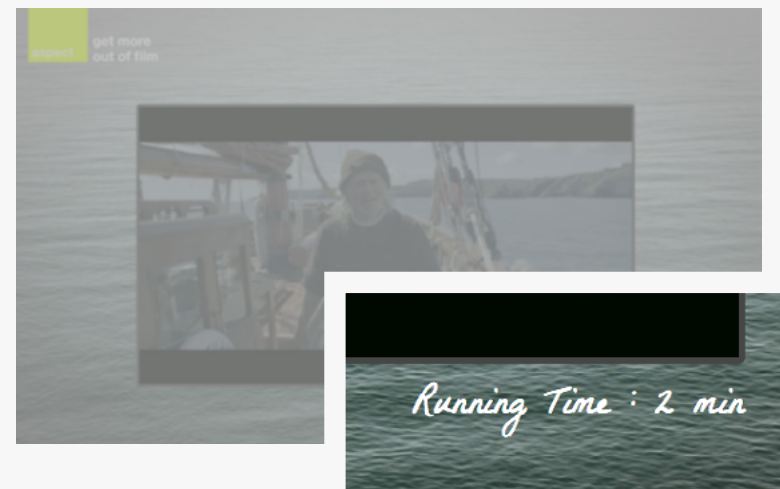
Quite often a brief for a business video will include a host of key messages and objectives – ‘I want to demonstrate my product, include some customer case studies, give a company overview, my CEO wants to say a few words and can you also fit in some footage of a client getting trained?’ Before you know it you have a 40-minute video that no-one has the time or inclination to watch.

If you feel your video content is overwhelming, an easy way to reduce it is by eliminating

duplication. Are there other marketing or communication channels that can address your objective instead of incorporating into your business video production? Got a fantastic sales force adept at explaining all your product attributes with flair? Well leave them to it and keep your video focused on an objective they cannot help with.

Still got lots of objectives and key messages? Consider asking for multiple, shorter video outputs. Having a selection of short videos means your target audience can be selective - avoiding the need to trawl through a host of irrelevant footage and making it more likely they take the action you are hoping for.

CONSIDER ASKING FOR MULTIPLE, SHORTER VIDEO OUTPUTS



3 DON'T OVERLOAD **YOUR BRIEF**



SPEND TIME FILTERING AND PRIORITISING

When you are preparing your brief it is tempting to include every bit of company or product information that you can lay your hands on – don't!

Once you have gathered your mountain of background information spend time filtering and prioritising it to ensure you only include what will benefit the business video production team. That way they will find it easier to focus on your objectives and you'll stand a much better chance of achieving them

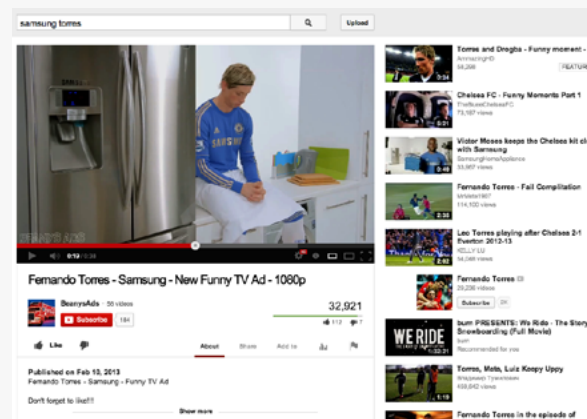


4 MAKE SURE **YOU MEASURE**

Measurement is talked about a lot in marketing and with good reason, but many people view video as a bit nebulous and difficult to measure. Big mistake! There are many ways of measuring video success and it is important not to overlook them. If you are going to invest time and money in making a video you need to be sure it is meeting its objectives – and how else can you justify using it in the future?

Once you know your objectives, decide what metrics you can put in place to allow you to monitor your video's performance. You can integrate it with Google Analytics or take advantage of YouTube's measurement tools, for example. Consider results such as shareability,

how long people watch for and drop out rates. If there is a call to action at the end the end of your video monitor how many people are doing it and also how many people are carrying out an action you didn't expect.



**INTEGRATE
WITH GOOGLE
ANALYTICS
OR TAKE
ADVANTAGE
OF YOUTUBE'S
MEASUREMENT
TOOLS**



5 THINK BEYOND THE VIDEO

PLAN TO MAKE THE MOST OF YOUR VIDEO AT THE BEGINNING OF THE PROCESS



When filming has finished it's not time to rest on your laurels, it's time to get to work putting your plan into action. So what's the plan, and is it in the brief? Make sure you plan to make the most of your video at the beginning of the process, not when filming is complete.

By thinking of how you plan to use your video before you get to work, you can structure your filming accordingly. You may, for example, want an email campaign with a slightly different call to action than one being shared on social media.

By thinking ahead you can save yourself a great deal of time and effort and end up with a much more effective

selection of films. When pulling together your brief you should at least consider:

- » Email marketing – which can generate huge surges in click through rates
- » Internal communications – building audience engagement is one of video's strengths which makes it an ideal internal communications tool
- » Video SEO - clever back end work can enhance your natural position in search engines.
- » Now download the template and start building a solid brief to ensure you get a video to help you achieve your business objectives.



OUR CLIENTS **INCLUDE**



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THANK YOU.

If you would like to find out more about Aspect and how we can help you, or if you have a specific project that you would like to discuss, please feel free to get in touch.

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TVMC

VIDEOPACKSHOTS



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