



aspect

Get more out of film

# **CORPORATE VIDEO PRODUCTION**

**GETTING THE MOST  
VALUE FROM A CORPORATE  
VIDEO PRODUCTION**



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# 1 WRITE A **SOLID BRIEF**

Or if you can, a great brief! Not ground breaking advice admittedly, but it has to be said that most people can't brief. Instead the production team usually gets overloaded with a pile of corporate reports and statements, which can be useful, but not as a starting point and certainly not in isolation.

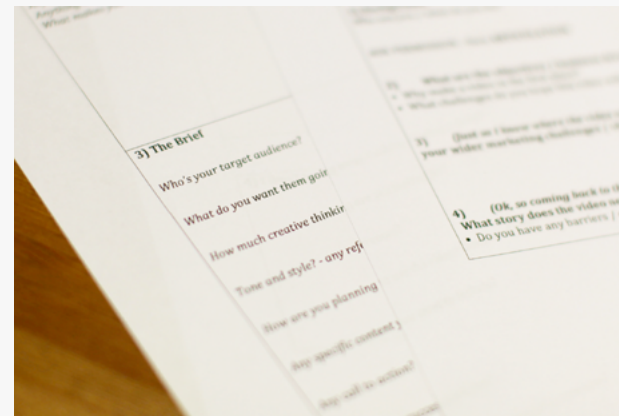
Being focused is the key. Be specific about what you are looking for, and not just about how you would like the video to look from a style or content perspective. In short, define the strategic intention behind it. Outline your key messages, be honest about what communication issues have led you to creating a corporate video and what audiences you are aiming to reach.

The value you get out of your corporate video is determined by the effort you put in at the front end. It is essential that you really get to the bottom of what you want your video marketing asset to do. Too often the excitement of wanting to get the camera out and start filming, or just plain old in-box overload, means people rush into the process without a carefully honed brief, only to find afterwards that they could have got way more value out of their video if they had just given it a bit more thought.

» [Download our simple to use template for corporate video production briefing.](#)



**BEING FOCUSED  
IS THE KEY.  
BE SPECIFIC  
ABOUT WHAT  
YOU ARE  
LOOKING FOR**



## 2 TAKE A MARKETING COMMUNICATIONS POINT OF VIEW

**IT'S BEST  
TO KEEP  
IT REALLY  
SHORT AND  
SWEET**



The end production is generally what people think about when it comes to corporate video production. "We want it to look like this," "We need something from the CEO." It is far more important, however, to establish what you need to do from a marketing communications perspective.

For example, is this a piece that is trying to articulate your proposition? Or is it designed to explain a technical message that people simply aren't getting? You may wish to tackle a broader issue, such as explaining your brand proposition or substantiating your brand, in which case, video case studies could be really valuable.

Remember, the video itself is a means to an end, not the end itself. By taking a step

back and thinking like a marketer you will get a much clearer picture of what you are trying to achieve and be more likely to get a video that meets your needs. One that is not bogged down with unnecessary content, or one that is 10 minutes long that no-one has time to watch.

How long should these things be? It massively depends on your audience and your channel, but given the volume of information on the web today and that most people's way into the business is via the web, it's best to keep it really short and sweet - two, three minutes max. You could argue even shorter if possible, especially if you are creating multiple outputs.

So do make sure you think from a marketing communications perspective when approaching video production. That way you have more chance of solving your marketing communications problems, instead of creating new ones.



### 3 DON'T DISCOUNT **MULTIPLE CHANNELS**



## DON'T PRESUME MULTIPLE FILMS MEANS EXTRA COST

Quite often people have multiple goals for their corporate video. Trying to make one video to meet multiple goals can result in an output that lacks clarity and is too long for most people to engage with.

In many cases it can be far more effective to create

multiple outputs that each deal with specific issues. A 90 second overview film that drops down into slightly more detailed offerings that are two/three minutes long can do the job of covering off those other key messages in a more relevant and focused way. For example, if your mother film is about a brand promise another output could be more tangible, illustrating the actual proposition in terms of what the product/service can actually deliver and how it does it. A third film could be about substantiation and provide a whole set of case studies.

Don't presume multiple films means extra cost, it can be just as economical to create two or three bite-sized chapters rather than one long drawn out film.

More importantly it works out more value for money as your film will be far more engaging for your audience as they are actively choosing what to watch, engaging with the material and moving from one piece to another. As they are in control they are far more likely to spend more time engaging with your content. Multiple, targeted films also have the added benefit of allowing you to be more campaignable - useful in ways you may not have previously considered.



## 4 MAKE YOUR EMAIL MARKETING **MORE EXCITING**

Don't just confine your video to your website, sales meetings or AGMs, they can do so much more. With most people using email marketing campaigns to send HTML-heavy e-newsletters, a company that integrates film into their email marketing can really stand out among their competitors.

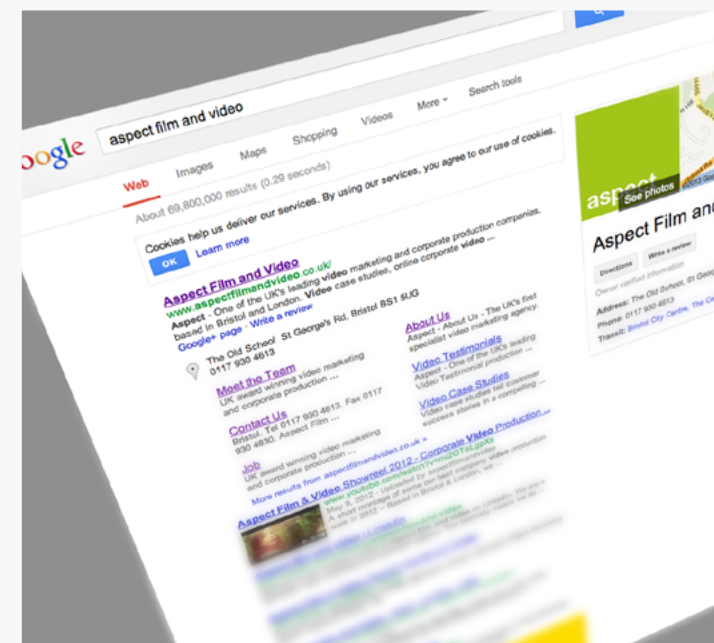
Forget reams of copy, you can let your video do the work. All you need are a few words to point people to the page hosting your video, or a thumbnail image to spark interest and draw people in. You can receive all the same metrics to analyse your success rates but be warned, with so few people taking advantage of this opportunity you may be surprised by the results.

One of our clients saw a click rate of an amazing 58.5 per cent for a campaign sent to his usual emailer list, against an industry average of about 3 per cent. For cold lists we have seen similarly impressive rates of 35 per cent.

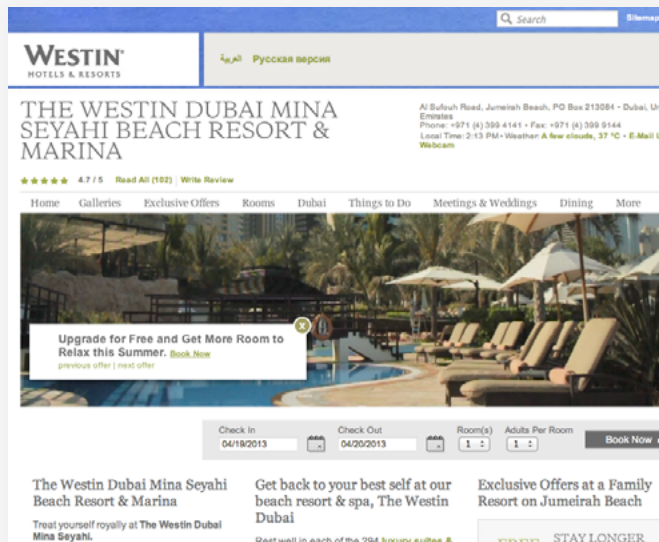
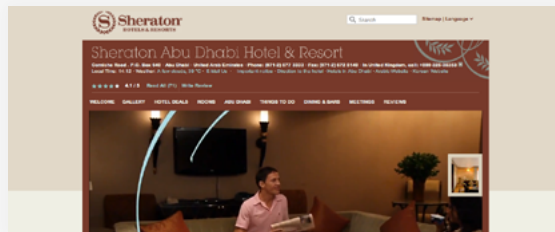
Video is compelling, use it to your advantage to complement the full range of your marketing communications.



**VIDEO IS  
COMPELLING  
USE IT  
TO YOUR  
ADVANTAGE**



## 5 BRING VIDEO BANNERS TO LIFE



Video banners are another way to stand out from the crowd. Using existing corporate video assets you can build video banners (without a whiff of Flash) for your own website and for on-line ads.

get it repurposed into an expandable and collapsable online ad unit? You can get much higher click through rates when you use video as opposed to traditional animations, gifs or flash assets.

A video banner can enliven your website and promote click through to key areas of your site. Use them to highlight promotional banners or key messages and secure a deeper visitor engagement with a page. They can bring your website and your company to life in a way unmatched by any other medium.

If you are already creating on-line ads, why not get more value from your video and

## A VIDEO BANNER CAN ENLIVEN YOUR WEBSITE AND PROMOTE CLICK THROUGH





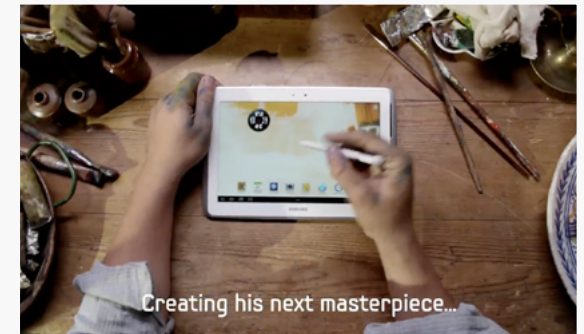
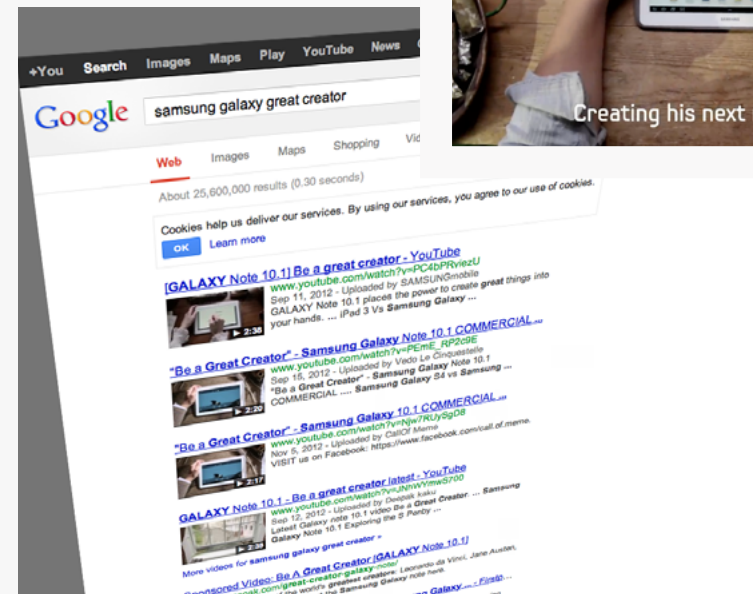
## 6 OPTIMISE YOUR **VIDEOS FOR SEARCH**

**YOU ARE  
50X MORE  
LIKELY  
APPEAR  
ON PAGE  
ONE IF YOU  
HAVE MORE  
VIDEO**

A less obvious but just as important benefit offered by video is improved search engine optimisation (SEO) clout - another asset that is underused.

With Google viewing video as very rich and engaging content that is highly relevant to web users, it rates it higher than traditional text. The latest research from Forrester (source link) states that you are 50x more likely appear on page one if you have more video content than static content.

So once you have your video the message is, don't rest on your laurels. Just as with standard content you can't just post up a video and expect Google to come looking for it. By building video into your SEO campaign and making sure it is referenced and indexed correctly, you help make sure it is impossible to miss.





## 7 MAKE THE MOST OF **BEHIND-THE-SCENES**



**SECONDARY  
OUTPUT CAN  
BE VERY  
VALUABLE  
FOR INTERNAL  
AUDIENCES**

Creating a corporate video for your target audience is obviously your primary goal, but you can achieve that and more in the right circumstances. Capturing the behind-the-scenes action can be a valuable exercise which can help support your primary goal or meet a secondary one.

The chance to take advantage of this opportunity varies enormously, depending on the type of production and the nature of the shoot to name but a few. When it is possible however, such secondary output can be very valuable for internal audiences. If you have staff scattered over a number of locations not everyone can be part of the action, so sharing behind-the-scenes stories and bloopers is a great way of making people within the

organisation aware of what has happened. It's also a way to help them feel involved and have some ownership of the primary story.

Behind-the-scenes action could also be used to engage with external audiences. If the film showcases a groundbreaking new product, an interesting technique or has a celebrity attached to it, for example, a behind-the-scenes film can provide a valuable engagement opportunity for your social media contacts. It can build loyalty and give your audiences a better understanding of your organisation, your values or your brand.



## 8 DON'T REFLECT THE BRAND **BRING IT TO LIFE**

It should be a given that a corporate video production needs to accurately reflect a brand, but that should not mean just using the correct font and logo. Your video is a living, moving embodiment of your brand and whether you like it or not, people will take away a strong impression of your brand from your video, so you need to make sure you get it right.

A corporate video is an opportunity to bring your brand to life - its tonality, ethos, value, all those messages that were carefully thought through before sharing with your key audiences in a nice expensive brochure, which is invariably put to one side and forgotten. Those messages have value, don't let them gather dust, bring them to life!

Even if you see your video as having a practical function, giving a software demonstration or a training tool, there is still an opportunity. You can communicate both your message and your brand, making each individual video a much stronger proposition.

Unlike traditional forms of media such as print, film is a living moving entity that uses sight, sound and motion which means people have a very emotive response to it. It is why film in general has such a high status in our society and it is why you should make the most of your corporate video material if you have some.



**YOUR VIDEO  
IS A LIVING,  
MOVING  
EMBODIMENT  
OF YOUR  
BRAND**



OUR CLIENTS **INCLUDE**

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SOPHOS

Panasonic



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TOSHIBA



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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.

*rebel.*

**TVMC**

**VIDEO**PACKSHOTS



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