

the

6P's

of corporate video

Plan

Practice

Perform

Production

Publish

Promote



The most important step in any video production process is the planning stage. As the old adage says “If you fail to plan, you plan to fail”.

The first thing to do is find a video production company who understand what it is you are trying to achieve and who are able to help you refine your ideas and mould them into a cohesive video. With an initial input of expertise your project will have strong foundations. Things like:

- what you want to achieve by using video
- what style of video you need
- how much time your company has to give to the project
- your budget and what allowance there is for variation

Take One are confident we can help you with these decisions and offer suggestions and options for you to consider.

Some questions worth discussing before you begin could be:

- Who are your target audience?
- What topics will you cover? How many in one video? What are the key points that you want to make?
- Do you feel a serious approach will best serve the subject matter, or is something lighter or more entertaining needed?
- Is the video going to have a presenter and is this person, and others involved, going to be someone from your business or a professional presenter?
- Will you want - or need - to film at different locations?
- What does the length of the video need to be?
- How will the video be distributed or shown?
- What response are you looking for from your audience?
- What is your budget?
- What are your time constraints – how much time can your company devote to the project, and when is your deadline for completion?

Good planning means great content and that's exactly what a professional production company should help you to achieve.

Practice



You may wish to use your own personnel in your video, employ professional performers or use a mix of both. Using professionals, where appropriate, can enhance the production and may save time and money as filming time is likely to be shorter. We can help you decide which is right for you based on the image and message you want to convey.

Some people decide that, in place of hiring a professional presenter, the best person to represent your business is actually... you! But if the idea of standing in front of a TV camera is enough to give you nightmares for weeks, you're not alone. Deciding that you are the best person for the job, and actually getting under the bright studio lights and delivering your message are two very different things. Before the camera has even started rolling most people have already convinced themselves that they can't do it! You turn up to the shoot feeling stressed, get frustrated when you fluff your lines, and deliver an unnatural and unrelaxed performance – not the image that you were trying to put across.

The trick here is to practice as much as you need beforehand. There's no need to learn your words verbatim – after all, the idea of a video is to appear relaxed and approachable – but do make sure that you know what you want to say and how you want to say it.

Write down any vital points that you want to make, in the order that you want to make them and practice talking 'around' them in a natural way.

Be precise and avoid waffle.

P2



If it's your first time in front of a television camera and you are unfamiliar with the workings of a TV studio let us give you a few useful tips and pointers to make your first appearance on TV enjoyable and comfortable. Everyone involved in the production is a part of a team that has only one aim - to make your contribution to the programme as successful as possible.

This is what all those people in the room are up to:

- **THE PRODUCER**

Looks after all aspects of the programme from budgets to broadcast. He is the architect of the programme. He is responsible for all elements of the programme's content and will have engaged the studio facilities and its personnel.

- **THE DIRECTOR**

Responsible for the overall artistic control of the programme. He will interpret the Producer's ideas into an artistic and visual form. The studio and its personnel is under his control.

- **THE ASSISTANT DIRECTOR (AD)** (aka Production Assistant or PA)

The Producer and Director's assistant. This person will normally sit next to the Director during the programme and ensure that everything runs to time.

Please avoid wearing white, wherever possible. An off-white or pale coloured shirt is better for the camera than absolute white. In the same way as a stills camera finds it difficult to expose someone's face who is standing in front of a bright window, it is hard for the television camera to be exposed correctly for the face and for the 'whiteness' of the shirt.

Black suits are best avoided where possible as the camera has great difficulty in resolving information in large areas of black.

Fine stripes, checks or herring-bone patterned clothing should be avoided - the effect when seen through a camera is that of 'strobing' or 'flashing' - this can be very visually disturbing. It is wise always to take along an alternative shirt and jacket if you are unsure.

You may be asked to avoid wearing blue, (or in certain cases, green) because an effect is sometimes used called chroma-key or CSO (colour separation overlay) or green screen. This is an effect where, when a person stands in front of a completely blue screen, it is possible to superimpose another picture (possibly a graph or diagram) behind the person standing in the studio. This technique makes it possible to superimpose a picture of the Eiffel Tower behind someone actually standing in front of a blue screen in a studio in London! If the person was to wear a blue tie or shirt, then the picture would also 'bleed' through the tie or shirt making that part of the person seem invisible.

- **THE FLOOR MANAGER (FM)**

Responsible for the safety, discipline and technical operations in the studio. The Director will address all his instructions to you through this person. He/she is your direct link to the Director or Producer from the studio floor.

- **THE SOUND SUPERVISOR**

Responsible for the studio sound. This person will attach a personal tie clip microphone to your clothing. If this is wired directly into the studio please do remember to disconnect yourself from it before leaving your chair. The floor manager will help you to do this. If you are wearing a radio mic please request that the sound supervisor switches this off before you leave the studio floor to take a natural break!

Production



We know that the weird and wonderful world of video production can be daunting and the production process can seem complicated if you're not used to it.

In reality, most video productions would probably follow this timeline:

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|----------|--|----------|-------------------------------------|-----------|---|-----------|--|
| 1 | Treatment and Budget Submission | 5 | Shooting dates Filming | 9 | 1st Off-Line Edit | 13 | Auto conform or On-Line Edit |
| 2 | Client approval of treatment & budget set | 6 | Audio transcripts | 10 | Client approval of 1st off-line | 14 | Final Client approval and project sign-off. |
| 3 | Script/Outline & schedule proposed | 7 | Graphics briefed and commissioned | 11 | Subsequent Off-Line Editing to accommodate variations | 15 | Encoding of master for delivery mechanism |
| 4 | Client approval of Script/Outline & schedule | 8 | Client approval of graphics content | 12 | Client approval to proceed to On-Line | 16 | Delivery of Programme Web/CD-ROM /DVD /Podcast |

P4

Publish



So, you've got your video – now it's time to get the results you want from it. It's time to 'publish' it.

Making a video for your business can be a powerful way to communicate – whether that's to promote your product, service or company, or to connect with staff or customers. Wherever you need to convey information video is an effective option - for example client presentations, company websites or in-house training. What could be more valuable than allowing viewers to see a person, place or product for themselves? But how do you let people see your video?

Most companies chose to publish their video to the web and this can be an incredibly effective way of reaching your target audience.

Don't just take our word for it – research figures back this up. 29.6 million people in the UK accessed web video in January – that's a huge proportion (8 out of 10) of internet users¹

Online video is the fastest-growing media platform in history² and 87% of agency executives plan to spend more of their online advertising budgets on video³

The simplest way to publish your video online is to do “hosted” online video publishing where you self-host the video from your own site. A production company like Take One can liaise with your web-site manager to supply them with the correct file type and your manager can embed it on your own site.

In addition to the opportunity to convey your message through video, the benefit of having your video on your own site is that this keeps people on your webpage for longer. It extends the length of time that visitors are engaged with your website – this gives you more time to move people from a passive state to an active state which is where you need them to effectively sell or motivate them.

It also decreases the risk of visitors spending only a few seconds on your website and moving on to view your competitors.

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Promote



So, you've made your video, you've published it to your website, now all you need is for people to watch it – Obviously the efficacy of online video depends on people seeing what you have made!

SEO (Search Engine Optimization) is the best way to drive targeted traffic to your website – in other words, get more visitors! When a surfer Googles for a specific service, they enter the most relevant keyword related to that product/service and scan through for their desired content, generally just in the top 10-15 results. If your website hasn't made it to this list, it's likely that your website will be ignored.

According to Google's survey, If you are not in the first page results, you may lose 63% of potential business. SEO is a way of making sure that you appear higher up on those pages. Using video on your website is so important for this.

Google now appears to rate video higher than any other form of content and it's been proven, if correctly applied and structured, video can obtain a good ranking on Google almost overnight.

A firm called Forrester Research ran an experiment on the top-searched keywords and discovered that, video has a 50 times better chance than plain text for getting to the top of the search listings.

A good production company won't just hand you a DVD and wave you out of the door, but will work with you to make sure that you are achieving the best SEO (search engine optimisation) for your video and work with you to achieve that.

Techniques like tagging content, submitting your video sitemap to search engines, distribution the video through sites like YouTube, adding your video to social networking sites like Facebook, LinkedIn and Twitter and implementing a good linking strategy with backlinks, internal links and cross links are all ways in which a Production Company can help you to really make the most of the video you have produced.

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¹ Source: comScore, press release, 17th March 2009

² Source: Media Post, 29th May 2009

³ Source: Marketing Vox, 1st May 2009



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