



film

# video marketing

A OneTwo guide



experience is everything.

# the perfect way to tell your story

You know you want to produce a film but you don't quite know what you need it to say or what you want it to do just yet. Don't worry, many people don't.

A promotional film showcasing your company essentially needs to show the personality of your company and its people. People buy from people and are more likely to reach out to you if they feel they know your team, your products and services and what you stand for. Film is the perfect medium to tell your story.

YouTube is now up there as one of the most used search engines in the world. If people need to buy a phone, they don't simply read reviews any more, they'll search for the product film. If someone needs a little guidance on how to use a product, they'll search for an explainer film.



# so where is the best place to start?

The process starts off with a brief list of bullet points that state the key messages you want to put out there.

What are your USPs? Do you have a unique service or offering to shout about? Why is it unique? Is your customer service unique, the customer experience or the team who deliver it? Are you based in a unique location?

What is the main reason a potential customer would choose you over one of your competitors? If the film is an explainer film, what kind of things do the audience need answering?

Writing your key messages isn't the same as writing a script, this is a simple, concise, brief list detailing the absolute key content.

Ideally, your film shouldn't be longer than two minutes and so think of no more than five key items to cover.



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# five key items

1

Brief history – maybe your company was established years ago – people love a good back story and also like to know that you’re experienced. Equally, maybe you’re a start-up – you may not have a history but you will have a back story as to why you set the company up, where the idea came from and the passion behind it.

2

Ultimately what do you deliver?

What are your core services / products?

You may not be able to cover everything in one film and so just think about the key offerings you really want to ‘show off’ here.

3

What do you think the audience need answering in the film? Are you producing a film to tell them all about a new service or is the film showcasing a process that may not be currently clear to them perhaps? If you’re not sure, do a little market research, a Survey Monkey survey perhaps. Build a list of FAQs up and use the film to cover these – if you can’t cover them all in one film, consider a film series or one main film alongside a series of cutdowns clips for social. This sounds more expensive but if planned ahead, a film crew can capture all footage across all the films within the same shoot and utilising the same resources.

4

Key people and locations. Do you require anyone to be interviewed on camera, whether that be a member of your team or perhaps a testimonial from a client? If so, who are your best spokespeople? Not many people like to be on camera and so on-camera interviews are best filmed in a lighthearted, informal, conversational manner, with interviewees responding to an off-camera interviewer as opposed to directly to camera. It is best to avoid scripting responses or to rehearse them. Audiences don’t respond well to staged responses. It is best to start chatting on the subject and just let the cameras roll! Whilst short, snappy soundbites work best in a film, of course, waffling is great too as there is always a hidden gem that is unearthed when someone starts talking passionately about what they do – that’s what great editors are for! Avoid filming interviews and people in an uninviting space, if it’s nice weather outside, film them outside or with teams working behind them. Unless absolutely relevant, an interview shot whilst sat behind a desk isn’t massively engaging to the audience.

5

If the film is serving the purpose of answering particular questions – think of three or four core questions to be answered per film. It is best not to overwhelm the audience with information in a short film. You can always make additional films in the future and/or link through to further information.



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# think from your audience's point of view

When listing the key messages, think from the point of view of your customer. What information do they need to take away with them? Don't think from your point of view, think from theirs. Ultimately think 'from the audience up.' Is the film a technical one perhaps and if so, is the audience technical or does the tone need to be delivered to a lay person?

Also take accessibility into account and the platform/s upon which it will be viewed – we advise including subtitles on any online films. Equally, do you have a global audience? Do you need to consider international subtitles or dubbed content?

Think about your 'must haves' and 'must nots' – your must haves may include your branding requirements whether that be visual branding or a particular tone of voice, not necessarily a literal tone of voice but the pace and general tone of the narrative – again, thinking from the point of view. If you're not sure, have a look at styles of films you like (and of course don't like!) and other content your customers engage with to gain an idea of what works for them and what grabs their attention.



# how to tell your story

You may decide that animated content rather than filmed content works best to get your messages across. Your content may work as a fast-paced montage of your team at work or your products perhaps. Maybe you need the content to be presented by an on-screen presenter or narrated by a voiceover artist.

Your production company will be able to advise you on what works best for your particular content and the best format to get your key messages across.

Your list of key messages will form the end script or narrative. Once the format / script has been written and approved by all parties, you can start to think about the shots that best represent each element of the script.

These shots then form a shot list and it's nearly shoot time! Schedule in time with people who may be on-screen and make sure people are aware filming will be taking place as it's just as important to consider people and items that won't appear on film as it is those that will.

Your films should always close with a call to action – who should the audience contact to find out more or where can they find related resources? This can be presented on a branded slate that closes the film, for example.



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# have an idea?

OneTwo's in-house, full-service, Film Production team are here to support from conception right through to completion. Our team are made up of experienced producers, directors, editors and animators with vast experience across broadcast TV, TV advertising, corporate productions, films for online, social and events.

Drop us a line or give us a call and let's have a natter!



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