



Typical structure

Here are a few suggestions for your video:

- An opening shot showing your premise and location
- A short introduction by the manager
- Shots of your products
- Shots of you and your employees at work
- Animated text and graphics
- A short interview with the manager
- Testimonials of your clients
- Closing shot and call to action

How long should my video be?

The video does not need to be long to leave a remarkable impression on your customers, make them stay on your website and choose you over the competitors.

The length of the video will depend on what you want to communicate to your audience and the type of industry you are in. Do you want to inform a customer about a new launched product or service, advertise your business in general or improve the look of your website? Are you a start up or established on the market?

Generally, service companies will require a longer video than shops or restaurant.

It is proven that the most effective videos are **between 30 seconds and 2 minutes** long, however, every business is unique therefore we adjust to your needs and can extend the video to your preferences.

The length of the video is an important decision therefore we strongly recommend that you let us advise you. We will help try to suggest what the best for your business is.

[What we need from you](#)

Information about your business

We would like to speak to you (can be over the phone however, we would like to do a site visit) about your company in order to exactly understand what you offer and what message you would like to communicate to your audience through the video.

Preparing your business for filming

We need to make an appointment for the shoot. Normally it requires 1-3 hours of your time. Depending on what exactly we would be filming we would like you to tidy up your office or premises that we would be filming, and inform involved staff. If customers appear in the video you need to make sure that we have permission to film them.

Logos and other artwork

Most of our video start and end with a company logo. Any artwork, which you would like to include in your video, should be emailed to us before or right after the shoot in high resolution. The preferred formats are Photoshop, scalable PDF or a high re J-peg.

[How does the interview work](#)

An interview is the most personal way of addressing your audience. It establishes trust and confidence in you and your business and we therefore highly recommend interviews or statements for company videos.

It is important to find a, well-lit and silent place in your business to record the interview/s. We will bring our audio recording equipment along with our camera and lighting and we will set up accordingly.

It is highly advisable to script the statement in advance and to practice it before the shoot. We can use autocue if you wish however, some people find this difficult and others very easy. The autocue allows you to read along whilst looking into the cameras lens.

However, nothing is as convincing as a free speech. We can record as many takes as needed and select the best bits in the edit.