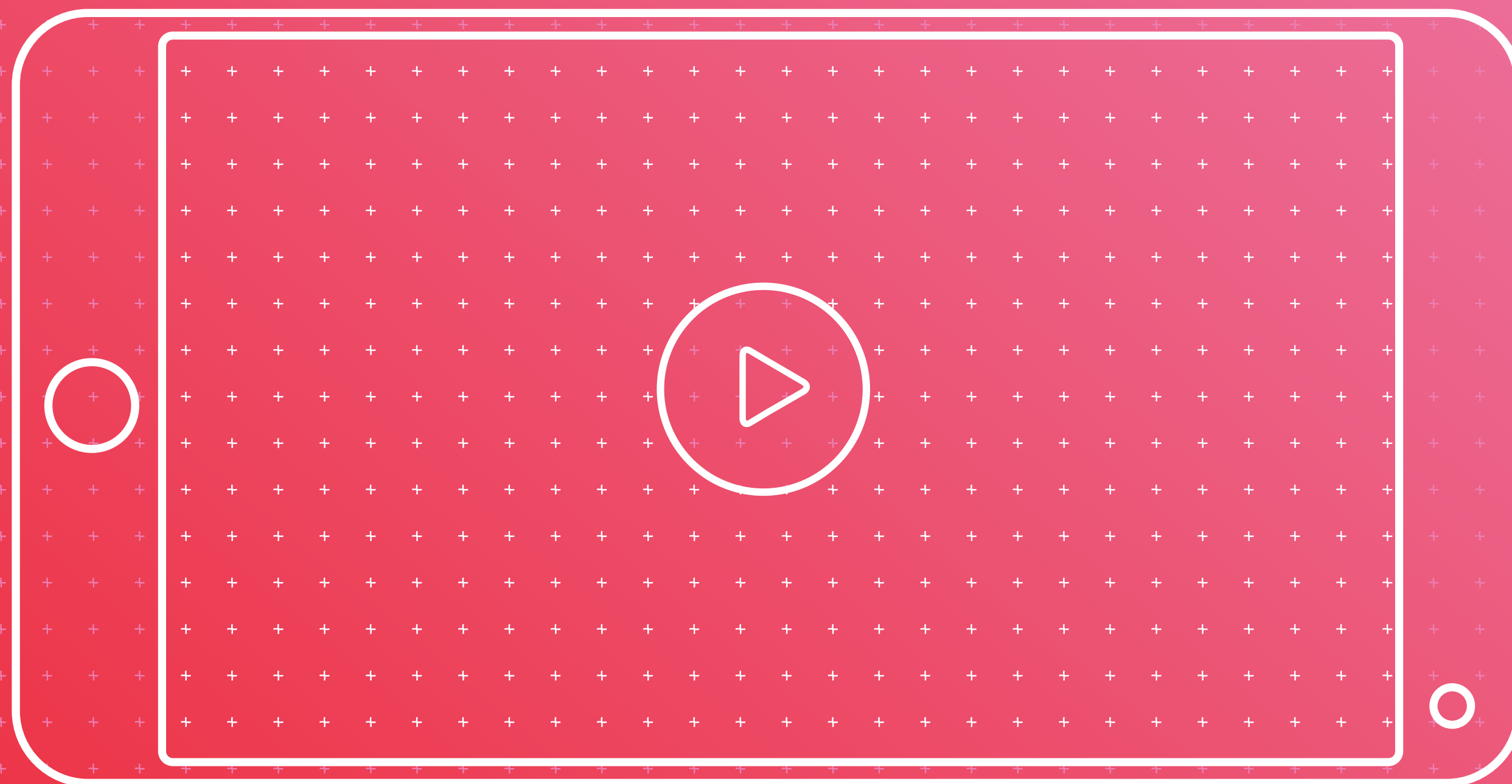


HOW
TO

PRODUCE
A SLICK
VIDEO



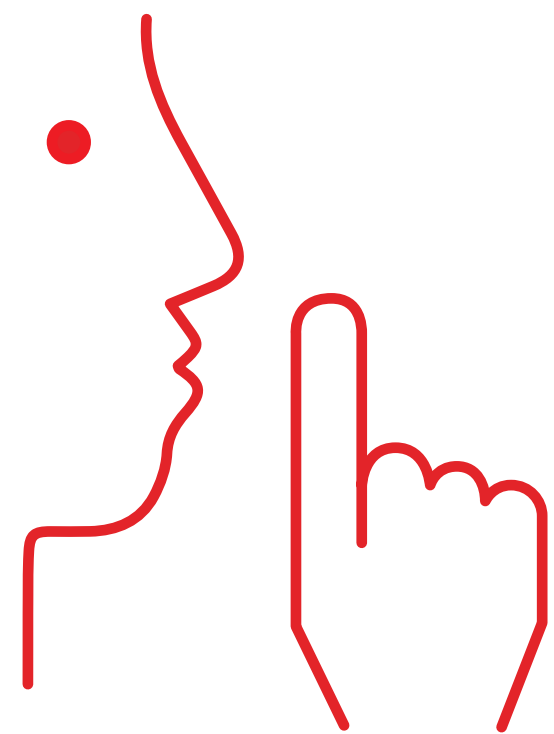
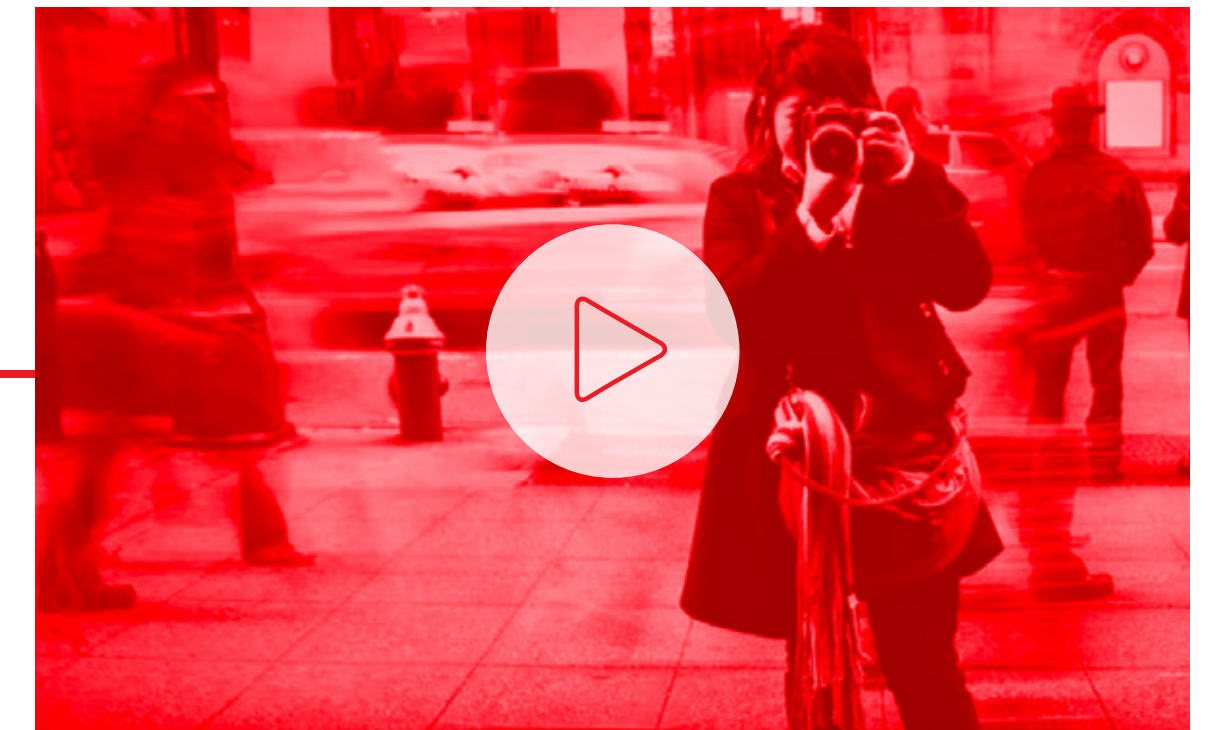
BUSINESS

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GET EQUIPPED

Don't skip straight to lights, camera, action.
Read our top tips first.

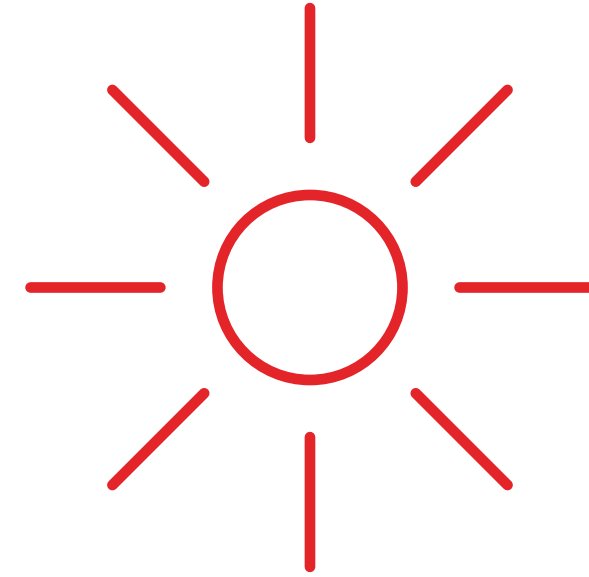
To make a winning video, you don't necessarily need a fancy camcorder. An iPhone records high quality footage that's easy to film and to upload. This YouTube tutorial about recording on your smartphone is handy.



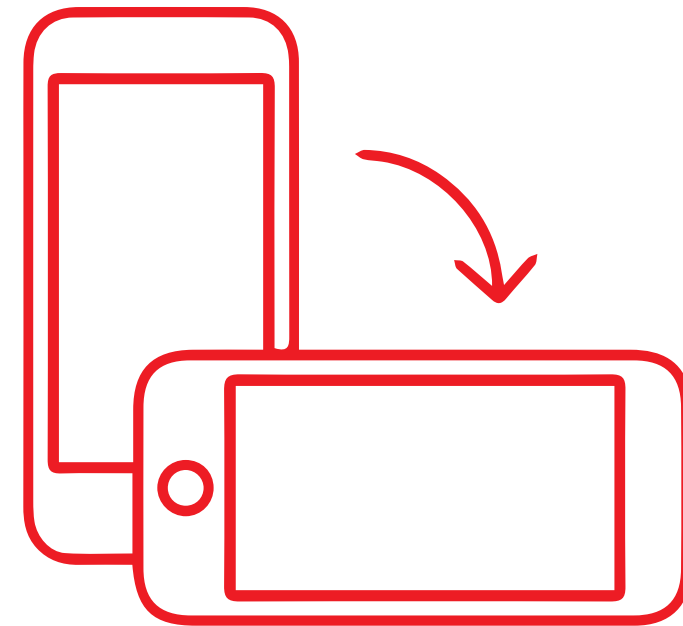
Fabia Martin is a producer at Sundog Pictures. She says: "A carpeted room with curtains will be miles quieter than a kitchen or an open space. You'll lose your viewer straight away if you can't be heard properly. Make sure there is no noise overspill from anywhere else, unless it's part of your story".

FIND SOMEWHERE QUIET

LIGHT IT UP



Natural light is best, but don't sit in front of a window – you'll be over-exposed. Use your common sense here – “if your skin looks grainy or ultra-light with loss of detail, you need to adjust the lights”, says Fabia.



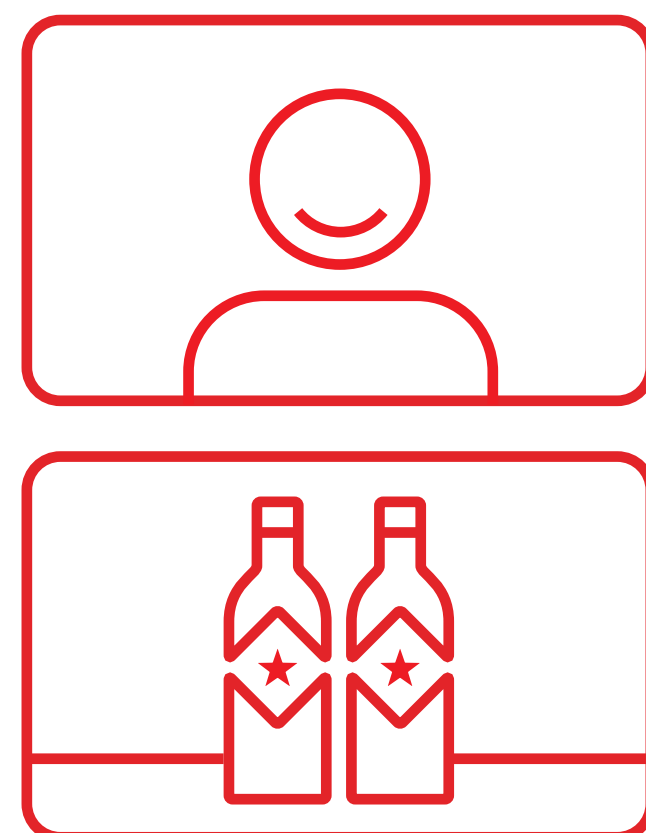
FILM IN LANDSCAPE

This video
demonstrates why.



GET THE RIGHT SHOT

Most entrants tend to speak directly into the camera, but it's up to you. You could use a mix of shots to give a glimpse of your product or workspace. But one of your shots should be face-on.



KEEP IT SNAPPY



Make every word count - we recommend your video is no longer than 90 seconds. Some people like to write a script, while others take a more natural approach. Dan Cluderay was one of last year's finalists; his video was excellent. He says: "I'm a person who can't do structured presentations. I'm totally useless at them! The only way for me to get the message across is to talk to the camera like it's a visitor to the business. The words have to flow and be natural, so I wouldn't write lines – just prepare 4 or 5 talking points".

PRACTICE

Take your time, enunciate and don't speak too quickly. An audience tends to take away a maximum of three points, so make sure you know what those are. If you need guidance on what exactly to say, visit our Pitch Clinic.

DO SOME CROWDSOURCING



Tom Gozney made a brilliant video last year for his business, Roccbox. He says: By pulling in expertise from across the business, from creative direction to photography to project management, we were able to create a video that won the attention of everyone that watched it. We have no doubt that the national press coverage and the huge surge in pre-orders we received was down to our campaign video”.

GO ROGUE



There are no rules. You know your business best, and you know how to do it justice. Voters love to see originality, so make a video that stands out from the crowd.

Grab our other “How to” guides to find out how to start spreading the word on your big idea. Everyone at Virgin Media Business wishes you the very best of luck.

We'd love to help you #VOOM.



VOOM 2016