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Cost-Effective Video Production for PR Pros

#PRNews



- 1888 - Founded
- 1890 - First Photo Published
- 2005 - First Video Published Online
- 2007 - First YouTube Video Published
- 2015 - First SnapChat Video Published



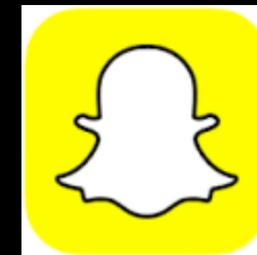
- 160 Million Followers



- 6.5 Million Subscribers



- 13 Million Uniques/Month



- 90 Million Followers



- 24 Million Followers



Make compelling video that grabs viewers and holds their attention.

- Is it shareable?
- Is it remarkable, different, first-ever, largest, oldest?



| NEWS |
Jaguar Attacks Crocodile (EXCLUSIVE VIDEO)

02:01



| NEWS |
Mysterious "Hairy Blob" Washes Ashore in the Philippines

01:15



| SHORT FILM SHOWCASE |
He Spent 40 Years Alone in the Woods, and Now Scientists Love Him

04:52



Make compelling video that grabs viewers and holds their attention.

- Does it grab people in the first 10-20 seconds?
- Does it enhance personal brand, when shared?



| NEWS |

EXCLUSIVE: A Closer Look Inside Christ's Unsealed Tomb

02:30



| NEWS |

Meet the People Behind a Movement to Diversify Our National Parks

03:36



Create video that doesn't need audio.

- Text-on-screen
- Audio may only be music

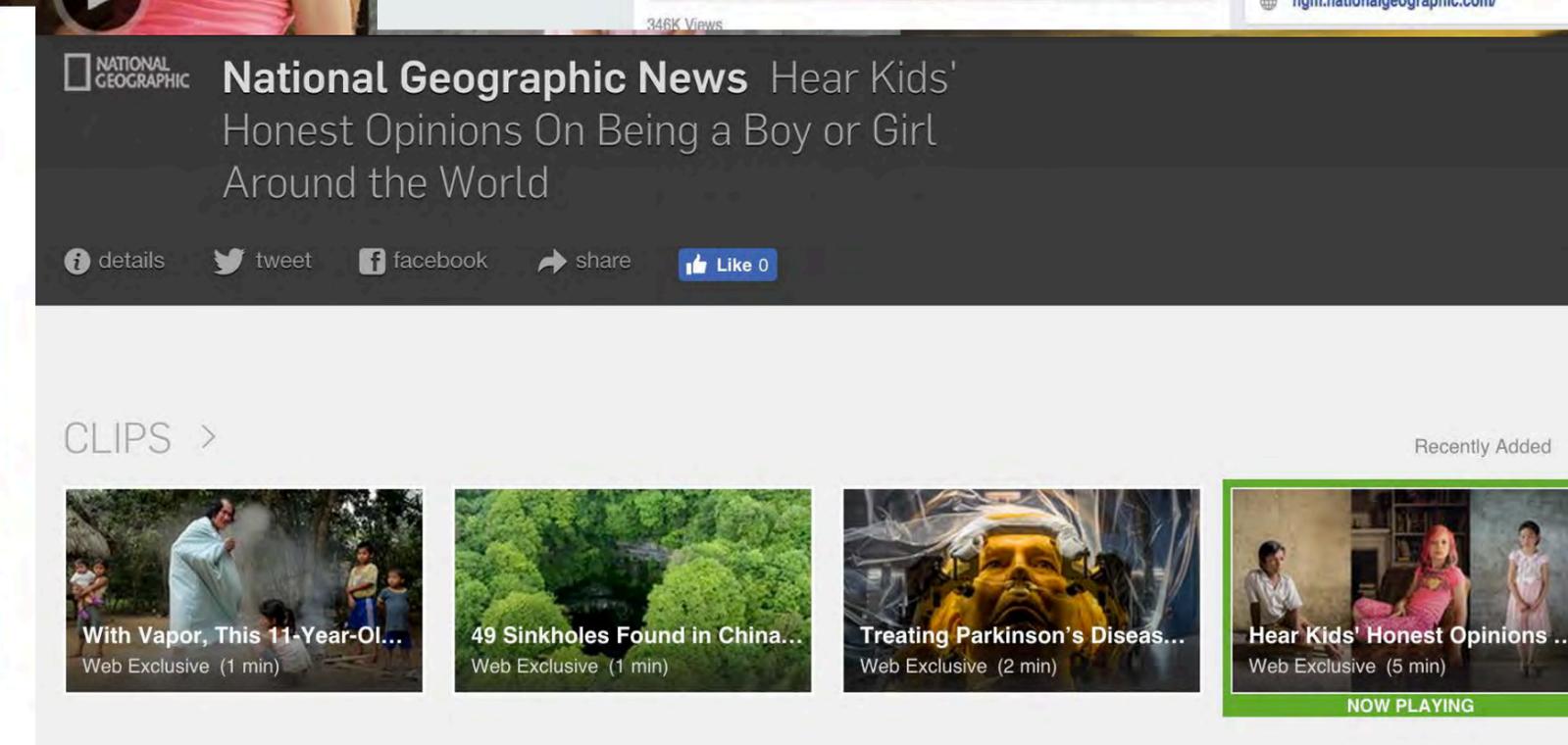
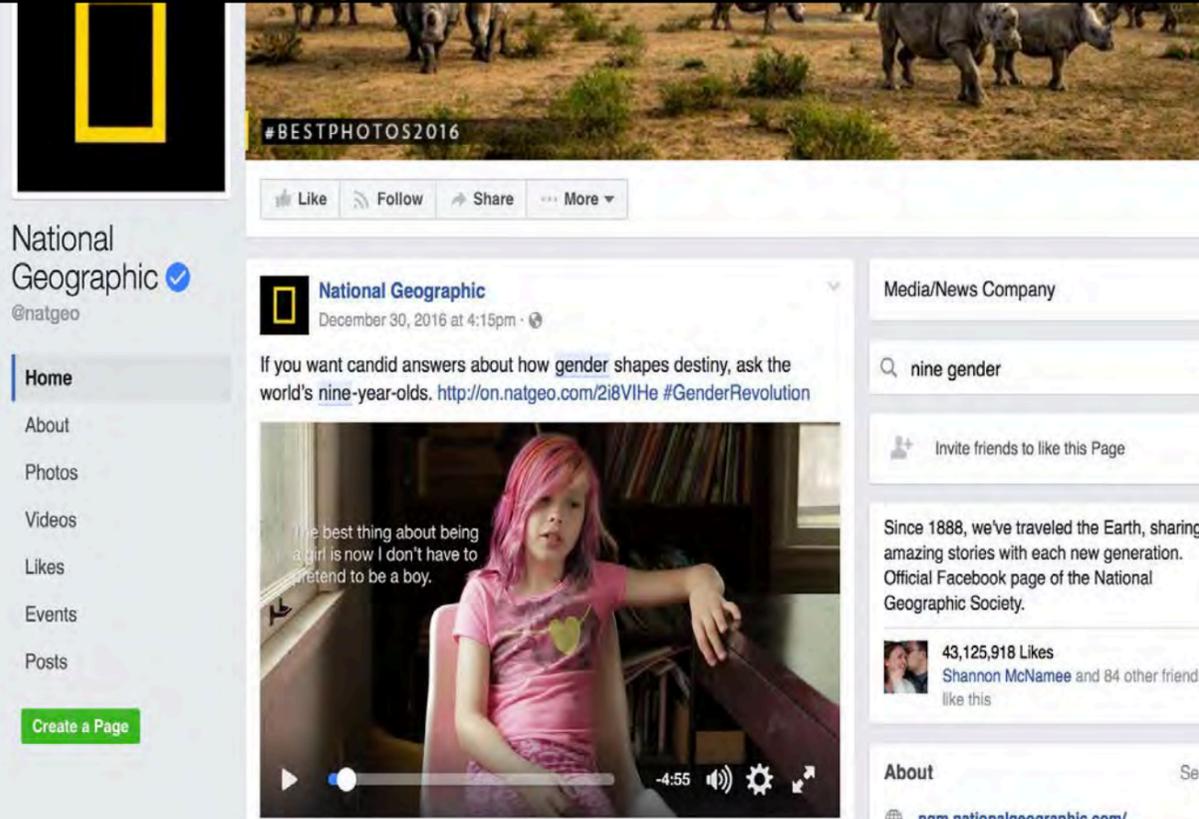
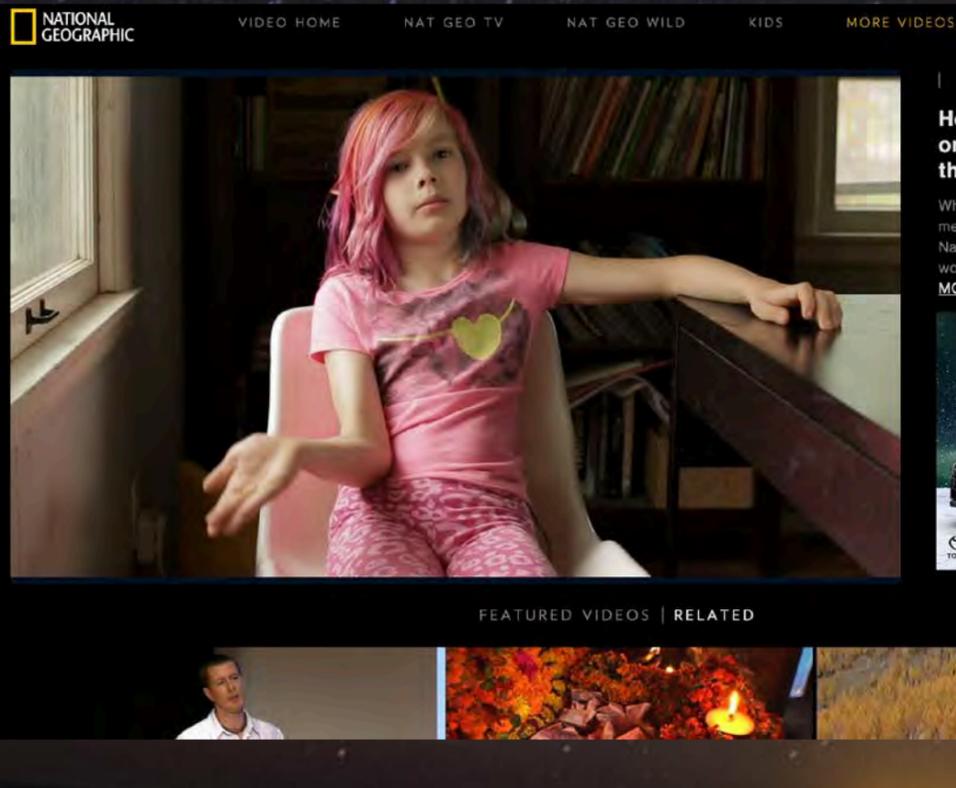


| NEWS |

**Meet a Bizarre and Rare Beetle You've
Never Seen Before**

01:10

Choose content that works best by platform.





Video Framing Options



Questions?