



## **How to Make Video Work for Your Brand**

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# Today's Session

- Choosing the right post-production software for your needs
- How to create a video that engages from the start
- Facebook, Instagram Snapchat and Twitter Video- format requirements and content that works
- Instagram editing techniques

# Post Production

## 70% to 80% of the Production Process

- **Sound Design:** Music tracks and sound effects to add to the viewing experience.
- **Motion Graphics:** Title cards and lower thirds to communicate important information.
- **Editing:** Using various media assets to build a compelling story.

# One-Person Band: Editing

- Adobe Premiere: \$29.99/month
- Final Cut Pro X: \$300
- AVID: \$1,300



# One-Person Band: Editing

## **Adobe Premiere Elements: \$70-\$80**

- Click to choose which parts of the clip you want, and Elements turns it into a movie
- Guided edits feature helps add motion to movie titles and identify clips where an effect (blur, vignette) would make it look better
- Windows and Mac support

## **iMovie - Free**

- Integrates with iPhoto and iTunes for adding music and pictures to your movie
- Storyboard-workflow only, is not meant for professional editors
- Mac-only



$$\text{Color Correction} = \frac{\text{Exposure}}{\text{Contrast}} \mid \frac{\text{Color Temp.}}{\text{Consistency}}$$



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# Color Correction

- Polishing your final product
- Keeps video clips looking cohesive
- Separates high end video production from lower budget work
- Used in all Hollywood films as well as big budget TV commercials
- Software: Davinci Resolve (the industry standard, \$1,000), Lumetri (comes with Premiere) and Red Giant's Magic Bullet (\$399).



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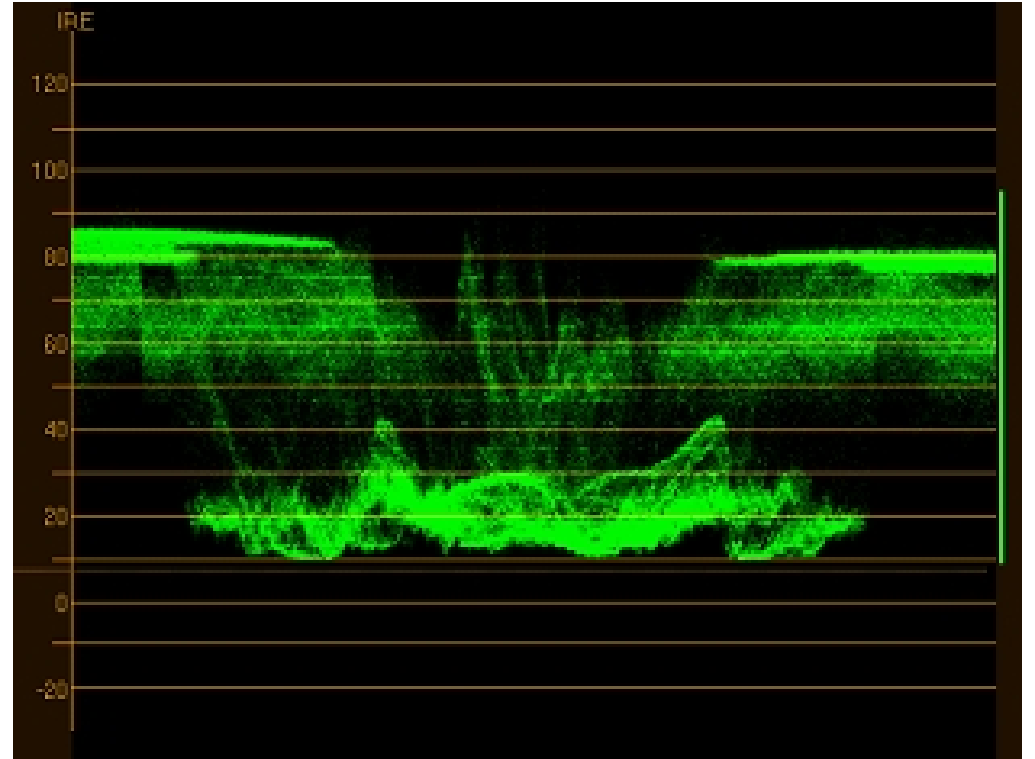
# Technical Problems to Avoid While Filming: Choosing Your Frame

- Shaky Camera
  - Use a tripod or other stabilization
  - Con: Lose some mobility
- Improper Framing
  - Keep all important visual elements in the frame
  - Consider where your focus is traveling



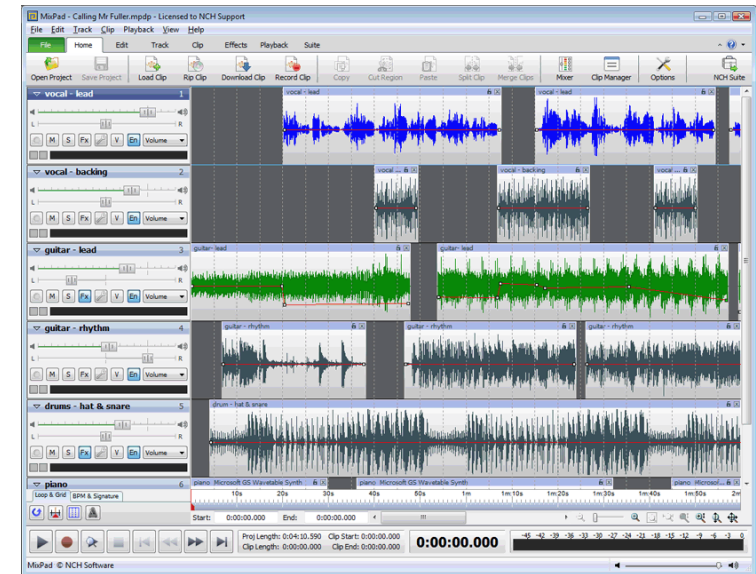
# Technical Problems to Avoid While Filming: Image Quality

- Incorrect exposure (areas that are too bright or too dark in the image)
  - Meter the image in camera or with a light meter, shoot in soft light
  - Some adjustment can be made to correct this in post as long as it's not too extreme
- Soft focus (no sharpness in the image)
  - Learn to manually focus the camera
  - Cannot be addressed in post



# Technical Problems to Avoid In Post: Audio

- Incorrect Audio Mixing (music too loud and soundbites too soft, for example)
  - Prioritize your audio bites: What is more important, the music or your interview?  
This may change from moment to moment
- Wrong Music Choice
  - Music that doesn't match the tone breaks the fourth wall of video



# How To Grab Your Viewer's Attention In the First Few Seconds

- Start with a powerful opening soundbite
- Open with intriguing and interesting visuals
  - **Give your viewer a question they want to answer—"The Hook"**
  - Start with something unexpected, like slow motion
  - Use motion to draw them into the story

# Motion

## Steadicam & Jibs



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# New

## Sliders & Dollys



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# High Frame Rates

What's the benefit of slow motion?



**24fps = Real Time**

60fps = 2.5x slower

120fps = 5x slower

240fps = 10x slower

# Slow Motion

- Slow motion lets the viewer soak in the subtle nuances of a moment in time...it adds variety and keeps the viewer ENGAGED.
- Can be used equally well for serious or comedic pieces.





# Online Documentary: Cricket Wireless

- **Overview:** Cricket Wireless wants to be associated with random acts of kindness and commissioned this mini doc to launch around World Kindness Day.
- **Time:** 3:02
- **Project Lifecycle:** 4 weeks
- **Crew:** 4 Person crew: Producer, 2 Camera Operators, Audio Engineer
- **Watch:** How the opening sequence draws you in with a powerful statement
- **Engagement Metrics:** 16.8 million views, 279k shares and 8.5k comments. Was the most viewed branded content video on Facebook during November 2016 (Brandtale).



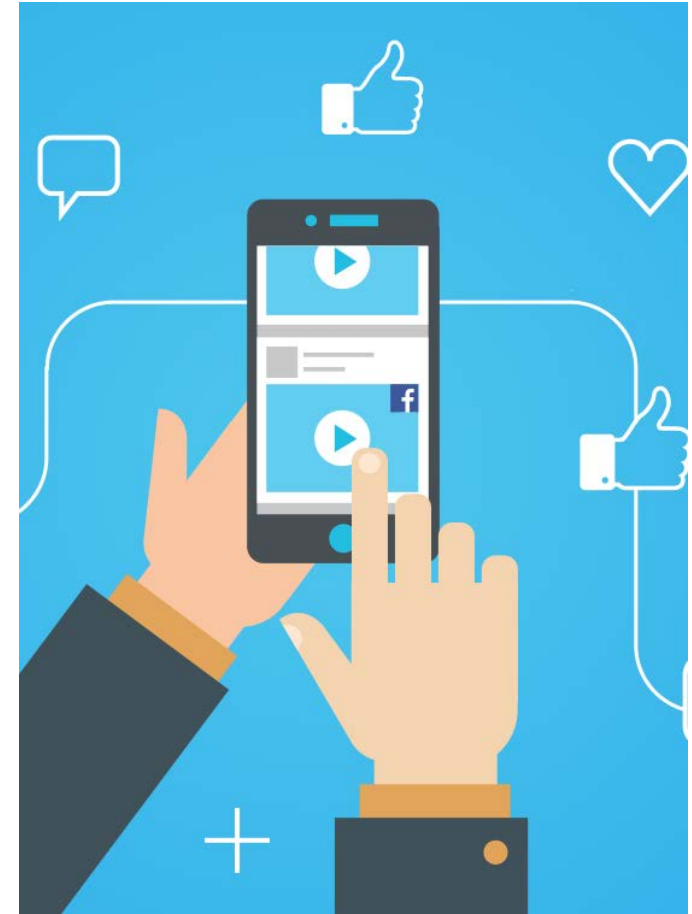
# Nonprofit Documentary: Peter's Wish

- **Overview:** The Make- A-Wish Foundation wanted to showcase the story of Peter, the recipient of a wish, at their annual fundraising gala. This video highlights the impact of a wish on a child and his family.
- **Time:** 12:02
- **Crew:** 5 Person Crew
- **Watch:** Opening sequence draws you in with movement, sound and an unexpected twist.
- **Results:** The Make-A-Wish foundation was able to raise over \$700,000 in one night, and attribute much of that success to the powerful video



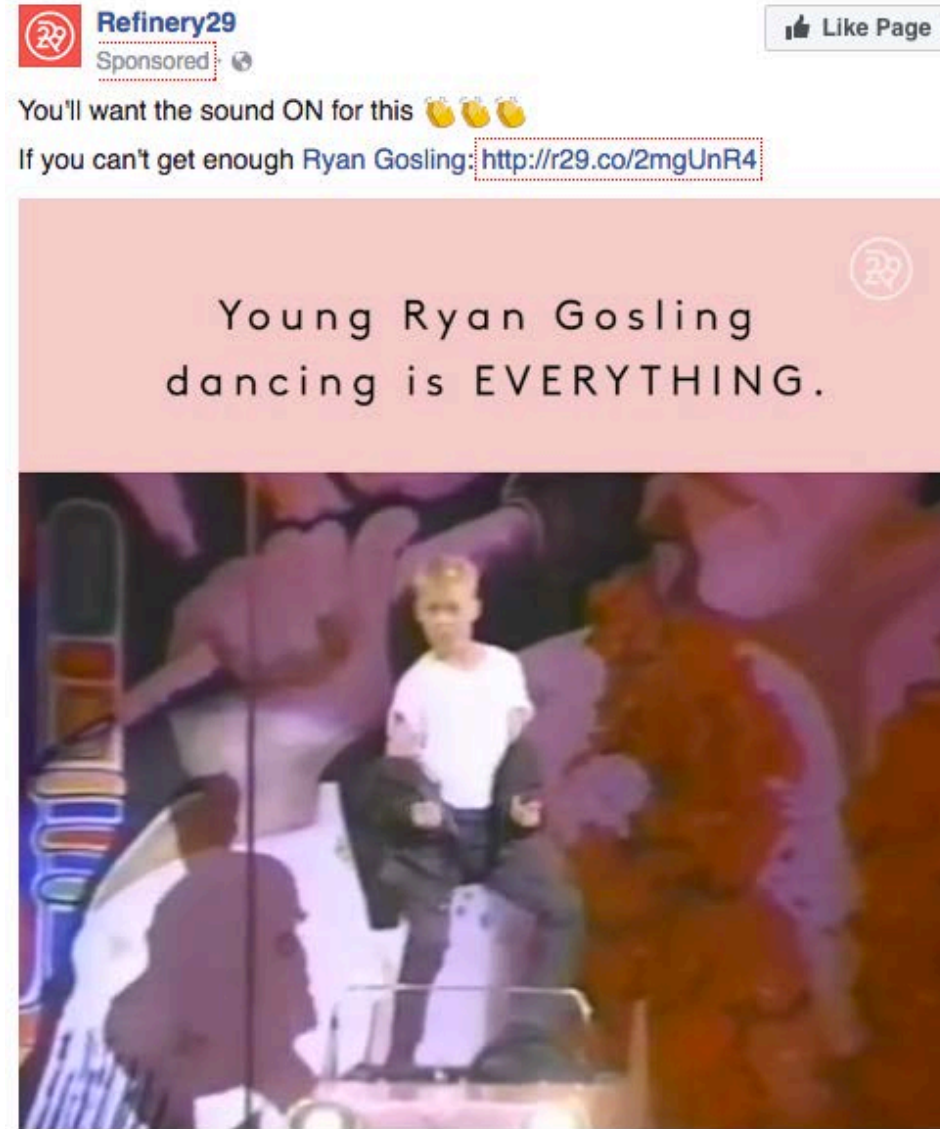
# Social Video

- **Mobile** Most social video is watched on a smartphone.
  - 75+% of video watched on Facebook was watched on mobile, according to Facebook stats
  - In mobile, people spend 5x longer on video than static content on Instagram and Facebook
- **Soundless**
  - Up to 85% of video on Facebook is watched without sound: What your video looks like matters more than what it sounds like
- **User Generated, Media Distributors, and Brand Advertisements intermingle**—Will you fit in, or stand out?



# Facebook Video

- **Length:** Posted video up to 45 minutes in length, Live video up to 90 minutes
- **File Format:** .MOV, .MP4 and many other formats ([Check out this link](#) for a complete list)
- **Aspect ratio:** Horizontal or Square. Vertical Video ads for select clients.  
>> Consider adding text to fill the video player completely >>





# Facebook: Content

- **What does well:** Longer-form mini docs, quick and easy how-to videos: think **SHAREABLE**
  - Upworthy: Shorter, engaging immediately emotional content
  - BuzzFeed: “Tasty” videos have dominated the video charts because they quickly and easily show viewers how to cook something delicious



# Snapchat Video

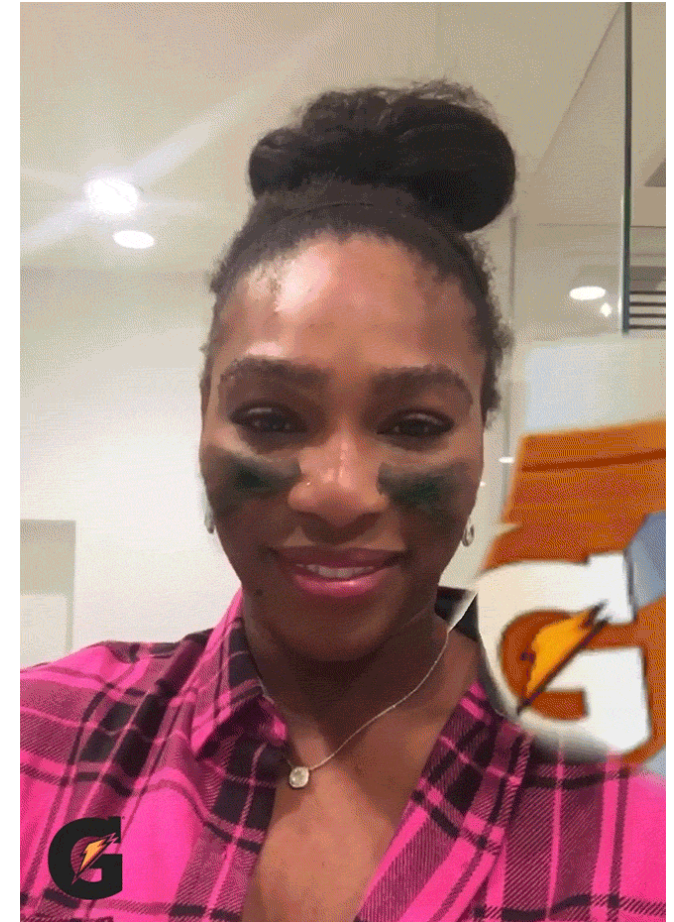
- **Length:** 10 seconds maximum
- **File Format:** .MOV or .MP4
- **Aspect ratio:** Vertical works best. Though you may send a horizontal video, your engagement rate may suffer because your viewers will have to turn their phones to watch it properly.





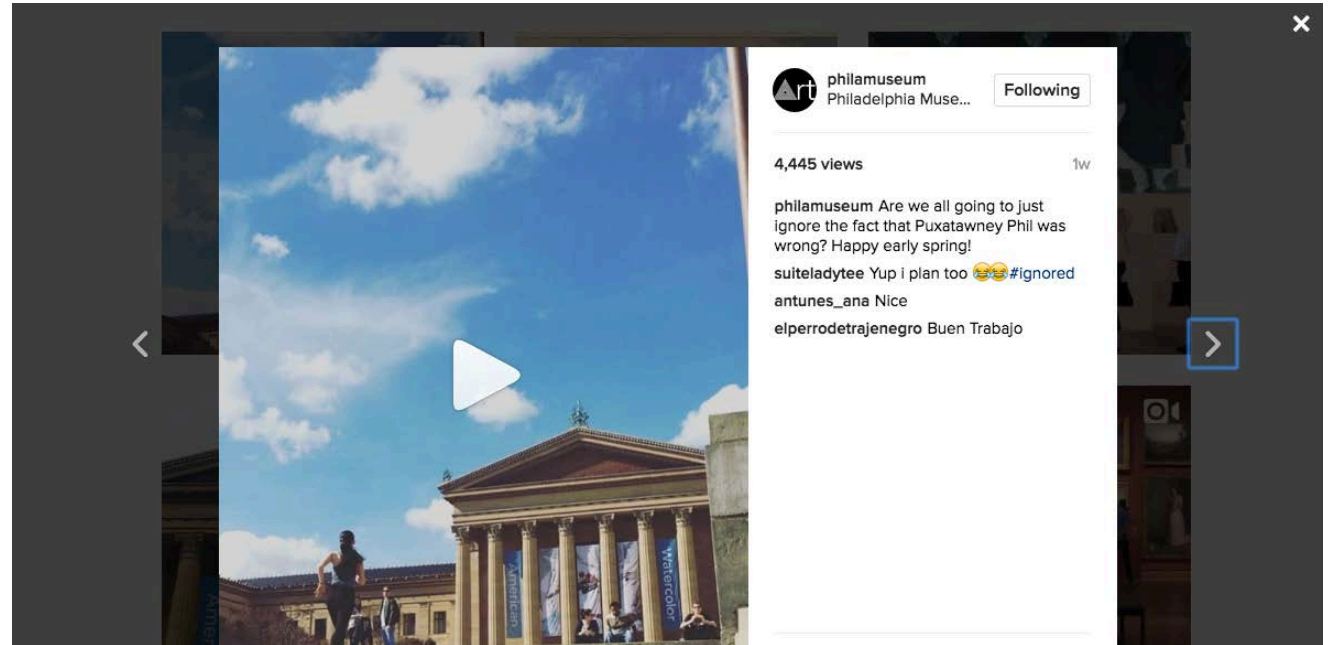
# Snapchat Content

- **What Does Well:** Humorous, quick, fly-on-the-wall content; authentic, raw and behind-the-scenes; involving SM influencers. Ask yourself: what would make people want to tune in live?
  - **General Electric:** Behind-the-scenes looks at some of their biggest events, Partnered with Bill Nye
  - **Gatorade:** Their Video Snap lens for the Super Bowl was viewed over 100 million times



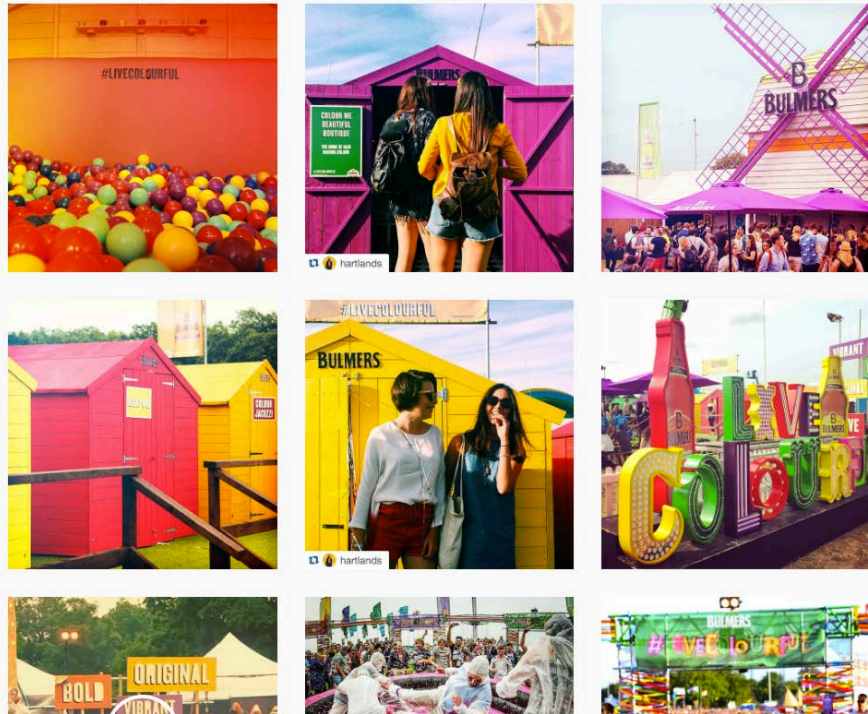
# Instagram Video

- **Length:** 60 seconds maximum
- **File Format:** .MOV, or .MP4
- **Aspect ratio:** Square, Horizontal and Vertical. However, Square is the "classic" Instagram crop, Vertical Video takes up the most space on the newsfeed.



# Instagram Content

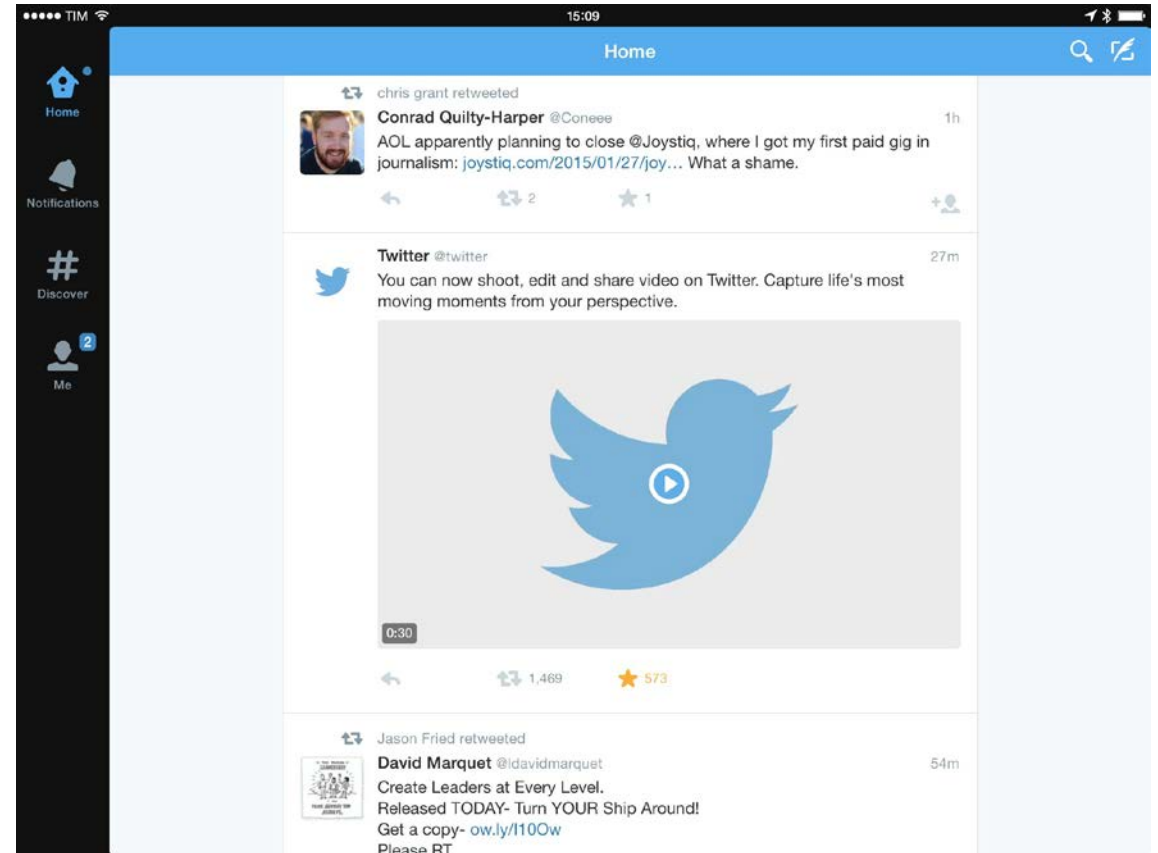
- **What Does Well:** Aesthetically Pleasing, trendy and eye-catching content, valuable content
  - **Ben and Jerry's:** Creative and intriguing product reveals, quick recipes
  - **Bulmer's Cider:** Colorful, lively, instantly recognizable



Screenshot of Bulmers' Instagram Profile

# Twitter Video

- **Length:** 140 seconds maximum, 10 minutes maximum for select influencers
- **File Format:** .MOV or .MP4
- **Aspect ratio:** Square and Horizontal





# Twitter Content

- **What works well:** Short videos; Users do not have an attention span for Twitter. Humor and relatability: Twitter content is ephemeral, but at the same time sharable; for the same reason memes do well on Twitter.
- **Wendy's:** Jumps into funny conversations with their audience through a live periscope video.

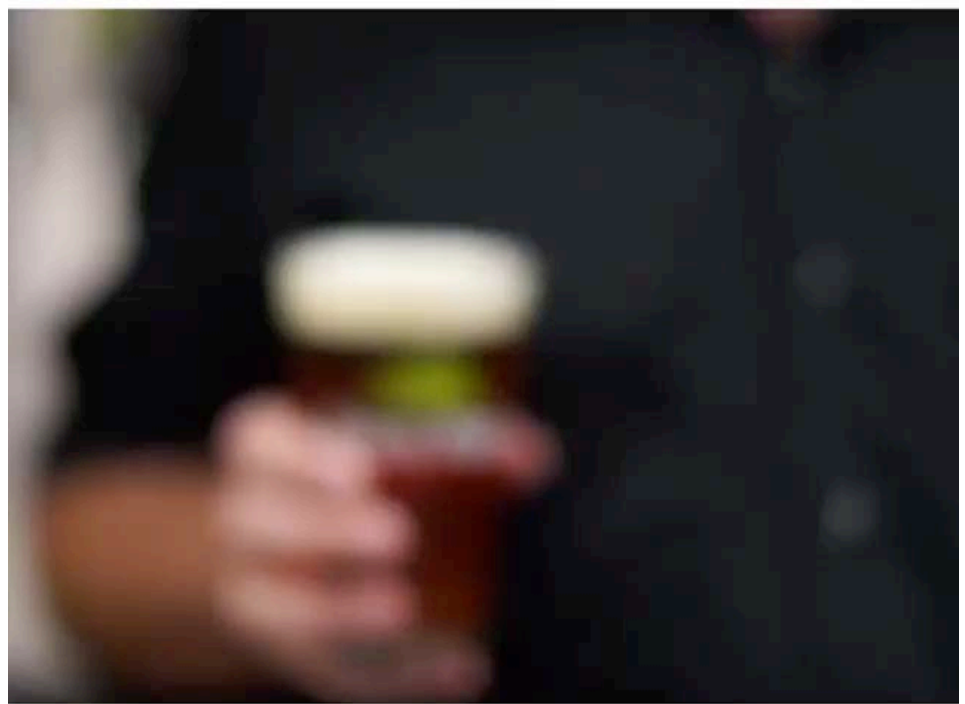


# If you wanted to make ONE video that goes across all platforms....

- **Facebook, Instagram and Twitter:** An .MP4 or .MOV that's no longer than 60 seconds, with horizontal or square frame would work across these three platforms.
- **Snapchat:** The odd man out-
  - Facebook and Snapchat are very incompatible because of their formats. Vertical video does not look great on Facebook, and horizontal video does not look great on snapchat. Decide where you want to compromise
- **Best to make customized videos for each social platform**

# Green Flash Beer: Creative Use of Instagram Format

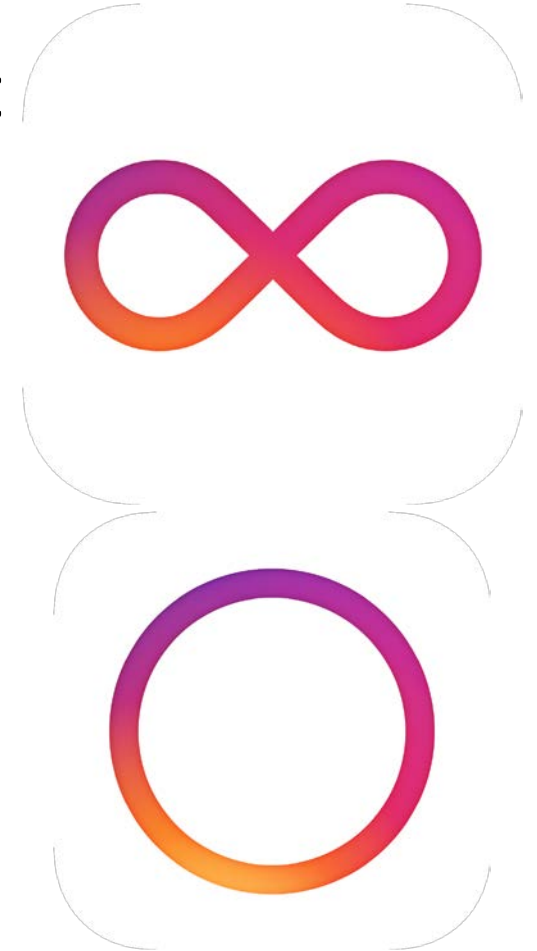
- **Overview:** Green Flash wishes its customers Happy Holidays
- **Time:** 10 seconds
- **Use:** Christmas Customer Appreciation Campaign
- **Watch:** Takes Advantage of Instagram's square player to create an innovative 3D effect, fits the Instagram aesthetic as creative, well-produced, and customer-oriented





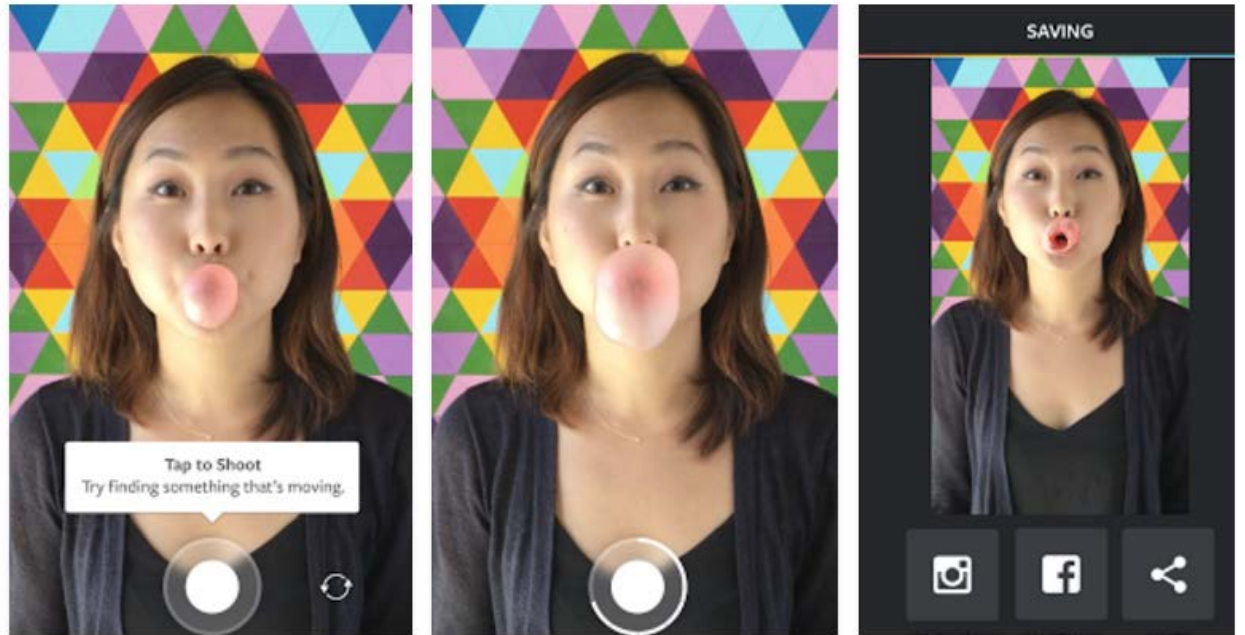
# Popular Instagram Techniques

- **Stop Motion** creates interesting movement that allows scenes to change quickly.
- “**Boomerang**” looping videos take advantage of Instagram’s auto-replay feature to create a video that plays forwards and backwards.
- **Hyperlapse** uses fast-motion to quickly pull the viewer through a story.



# Why They Work

- **Quick Choppy Motion:** energetic and engaging
- **Looping a short video video back and forth:** Stop the downward swipe and entice viewers to watch over and over again
- **Unique to the platform:**  
These techniques are widely utilized by the Instagram users- they help your ad blend with user-generated content



# How to Make A Stop Motion or Boomerang

- Instagram Apps for Boomerang and Hyperlapse are easy to use.
- To do it without the app:
  - You need a
    - Still Camera with Burst Mode (DSLR works best)
    - Tripod (**will not work if you hand hold the camera!**)
  - Set the camera on the tripod, take a burst shutter during the movement that you want to stop motion. If this doesn't work, you'll have to choose moments on where to "pause" your motion to take a photo
  - Upload these photos into your editing software.
    - For stop motion, you'll arrange the photos from the start of the movement until the end of the movement
    - For a boomerang, you'll go from start to finish and then from finish to start (looping forward and then reverse)
    - Follow your software's directions to animate the photos like a flipbook

# Starbucks: Uses Stop Motion and Looping Replay to their Advantage

- **Overview:** Starbucks thanks its customers for supporting their sustainable farming
- **Time:** 30 seconds
- **Use:** Part of an Instagram video campaign that thanked customers for supporting their environmental initiatives
- **Watch:** Playful stop motion that creatively comes to life; a video that seamlessly loops from beginning to end



# 4 Key Takeaways

- There is a video editing software that can fit in every budget. It depends on the quality of video you want to produce and the operating system you have.
- Hook your viewers from the first second by avoiding common camera mistakes and by using innovative visuals and sound that intrigues your viewers.
- Each social media platform has specific requirements for format and content in order to create optimized video.
- Using Stop Motion, Boomerang, and Hyperlapse on your Instagram Videos help your videos blend in with the user generated content on the site.