

# VIDEO PRODUCTION BRIEF

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## BUSINESS

Fashion/tech company

## PLATFORM

Instagram

## TARGET AUDIENCE

Fashion-conscious teenagers

## BRIEF

Come up with an idea for a video to promote a new smartwatch. It needs to emphasise how good the product looks and feels, as well as its hi-tech features.

## RESEARCH

There are three different types of video available on Instagram. It's up to you which you choose:

- Feed: up to one minute long, shows up in the main feed and on the brand's profile
- Stories: each clip is up to 15 seconds long and only stays online for 24 hours
- IGTV: up to 10 minutes long, with a one-minute preview in the feed

Apple uses its Instagram to showcase photos and videos that have been shot on iPhone:



Nike's Stories focus on big-name influencers, vlogging while wearing Nike clothes:



Burberry showcases arty short films and goes behind the scenes on shoots:



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## BUSINESS

Recruitment firm

## PLATFORM

LinkedIn

## TARGET AUDIENCE

Women aged 16-25

## BRIEF

Come up with an idea for a video that encourages young women to apply for jobs in the tech industry.

## RESEARCH

LinkedIn is a social network for professionals. You can decide whether to create something that feels business-like so it sits well on the platform, or break out of that mould and do something quirky to make it stand out more.

This video will autoplay on the LinkedIn feed without sound, so it needs to grab people's attention in the first few seconds.

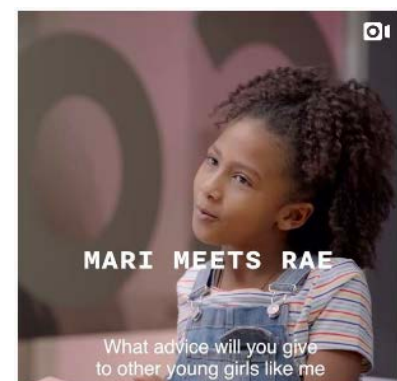
Fiverr created a tongue-in-cheek video to attract freelancers by showing why working for regular companies is boring:



Dropbox used puppets voiced by their employees to show that they're a fun company to work for:



The "She Can STEM" campaign showed young girls interviewing women who work in science, technology, engineering and maths:



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## BUSINESS

Video game studio

## PLATFORM

TikTok

## TARGET AUDIENCE

Gamers aged 13-16

## BRIEF

Come up with an idea for a series of TikTok videos to promote a new Formula 1 racing game. You don't need to think too much about the game itself, just figure out how to promote it!

## RESEARCH

TikTok videos are up to 15 seconds long. The platform is very popular with younger audiences because it encourages them to express themselves and be creative.

You've only got a few seconds to get your message across, so get straight to the point!

The "Play With Life" campaign for The Sims features real players talking about how the game makes them feel:



Lots of games, like Destiny 2, use real-life actors to create epic, cinematic trailers:



One way to get high engagement on TikTok is to create a challenge that gets people to post their own content in response:



Have you had brainfreeze?! Do your  
[#slushface](#) & tag [@StarslushUK](#) on  
IG to win AN IPAD 🍷 [#comedy](#)  
[#ad](#)

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## BUSINESS

TV channel

## PLATFORM

Twitter

## TARGET AUDIENCE

Amateur coders aged 18-30

## BRIEF

Come up with an idea for a 'casting call' video, encouraging people to apply for a new reality TV series called *The Great British Code Off*. You don't need to go into any details about the show, just think about how to target the right people and get them excited about taking part!

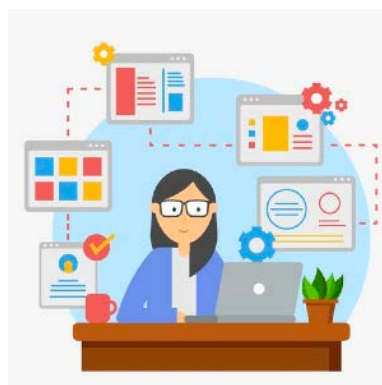
## RESEARCH

Video does really well on Twitter – tweets containing video attract 10x more engagement! However, you need to grab people's attention in the first few seconds, otherwise people will scroll right past the video.

Twitter videos generally perform best when they contain faces, even if it's just at the start:



Research shows that developers are impatient, suspicious, and unlikely to trust recommendations from people they don't know.



Is there an influential person who already has a following, who could front the campaign and/or present the TV show?

