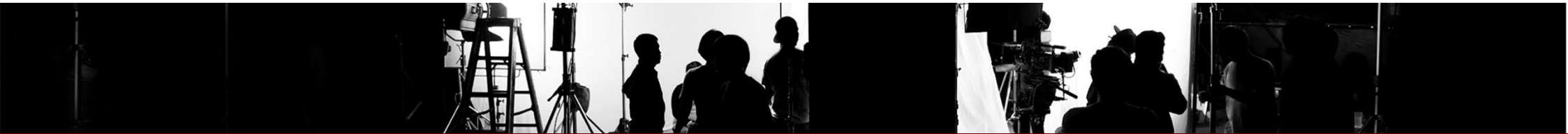


# Commission and Create Great Video Content





# ABOUT ME


Michael McDonald  
Business Development Director  
Inspired Film and Video

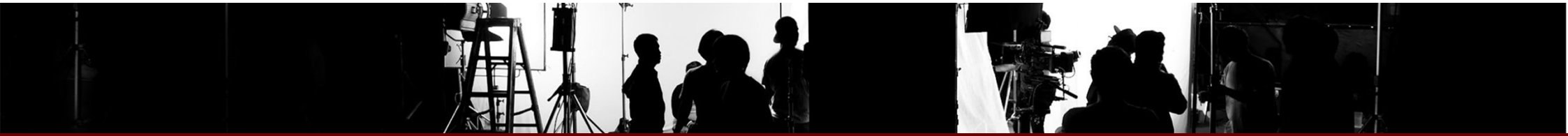


# WHAT WE DO



# THIRST FOR VIDEO

- 264 Minutes of video content per day
  - 108 minutes online videos
  - 68% prefer online video to TV
  - 72% of customers would rather learn about products and services via video
  - Social videos are shared 1200% more than text and images combined
- 



# TYPES OF CONTENT CREATION

- Commissioned
- Created
- User Generated

# COMMISSIONED

## POSITIVES

- Industry Expertise
- Access to resources
- Highest quality content
- Creative Freedom

## NEGATIVES

- Cost
  - Availability
- 
- A decorative graphic at the bottom of the slide consisting of several overlapping, semi-transparent red shapes that create a jagged, mountain-like silhouette against the white background.

# BEST USES

- When you are starting out
- TV adverts
- Paid campaigns
- PR b-roll
- When you need specialised skills





# TIPS

- Create a detailed brief
- Commission to a budget
- Get the most for your money
- Ask for full copyright
- Establish technical specs
- Know your capabilities





# SELF-CREATED

## POSITIVES

- Free
- Reactive
- Regular
- Create stories
- Uses your expertise

## NEGATIVES

- Lower quality
- Less flexible
- Your time

# BEST USES

- Short lived content
- Capturing ad hoc moments
- BTS
- Stories/reels
- Creating long running stories



# TIPS

- Keep it simple
- Do the basics well
- Think about sound
- Use equipment you know
- Use social platforms tools
- Landscape vs portrait
- Break the 4th wall



# USER-GENERATED

## POSITIVES

- Free
- Genuine
- Captures unplanned events

## NEGATIVES

- Copyright
  - Association with producer
  - Quality
- 

# BEST USES

- Sharing real testimony
- Sharing unplanned events
- Shortest format platforms



# TIPS

- Sharing is free
- Permission required to incorporate in campaigns
- Credit creator
- Use sparingly
- Beware influencers



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# be Inspired...



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