

# Promotional Video Production 101

Four steps to creating a  
promotional or marketing video

# *The Major Steps*

**Pre-Production**

**Production**

**Post-Production**

**Delivery**

# *Pre-Production*

1. Define the Audience
2. Develop a Concept
3. Determine the Form or Style
4. Write the Script
5. Create a Storyboard

# *Production*

1. Shoot Video
2. Record Narration
3. Create Graphics
4. Find or create Music and SFX

# *Post Production*

1. Capture Video to Computer
2. Import Audio: Narration, Music and Sound Effects
3. Import Graphics
4. Create Titles, Subtitles, Credits
5. Edit it all together

# *Distribution*

1. Videotape
2. Computer Playback  
WMV – QT – MPEG
3. Streaming Video for Web  
WMV – QT - MPEG
4. DVD
5. i-Pod Video (MP4)

# PROMOTIONAL VIDEO PRODUCTION 101

Creating a promotional video is a pretty complex process but if you break it down into steps it's a lot easier. Here's what you need to do:

- **Define who the Target Audience is going to be.**
  - Age, socio-economic factors are important in determining the style of the presentation. For example, younger audiences might respond best to MTV style video with fast paced editing (lots of short quick shots, and layered effects), faster paced music and references to modern icons/graphics while older audience might respond best to slower paced editing (longer shots), slower paced music and icons/graphics from that audience's era.
- **Develop a concept** that will appeal to that audience.
  - What is the promotional video's message to the audience?
  - How do you want the audience react to it?
    - Take action: Call, volunteer, donate money, buy
    - Change opinion / attitude
    - Modify behavior: Live healthier lifestyle, etc.

From there the concept needs to be visualized. This involves:

- **Determining the "form"** that the promotional video will employ to best convey the message and elicit the desired audience response:
  - **EASY AND EFFECTIVE -**
    - **Video (and pictures) with narration and/or music**
  - **MUCH HARDER**
    - Video with service providers on camera and/or client testimonials (Remember that you will need to get "releases" from anyone appearing or speaking in your video). This generally requires extremely well planned questions to elicit short responses that require less editing. But, editing testimonials and narration into a cohesive "story" can be daunting.
- **Develop a script and create a storyboard.**
  - If you've chosen the narration with video format, then you should start by writing the entire narration, figure out what video, images (pictures) or graphics you will need to get to match what the narrator is saying. It's helpful to create a storyboard so that you can see how the "video" will match each section of the narration.
  - If you've decided to go with Provider and/or Client "testimonials" then it will be easiest if you frame them within a predetermined content outline. While you can't be absolutely certain what the person being interviewed is going to say, you will need to frame your questions to get the desired type of responses for your video. You might want to write the narration that leads into the interview(s) then just indicate in your script/storyboard very generally what that person will be talking about. Again, do a storyboard that shows what graphics, pictures or video will be seen during the narration and "interviews".

- **Shooting video** (with audio) could include:
  - Shots of the facility. If you have people in the shot you will need to get releases.
  - "Talking Head" shots
    - Service providers talking about the organization
    - Testimonials from clients
  - Shots of caregivers with clients (especially those providing "talking head" shots above. These could be "staged".)
    - Again... Get releases from any people appearing in the video!
- **Recording narration**
  - You can do this at the SMS in the Editing Rooms if you ask for the Microphone for these systems.
- **Designing and Creating Graphics**
  - If the promo consists of still pictures and text with motion effects applied, then pictures will need to be digitized or created especially for use in video. At least 300+ DPI if zooming in.
  - If the still images or text supplement the video, consideration should be made as to how they will be used, where they will be located within the television frame, if motion is going to be applied to them, etc.
    - For either of the above, the storyboard becomes a valuable tool of reference for creating these graphics as well as for shooting video to compliment the location of the graphics.
  - Keep in mind: Text for many types of titles can be created right in the video editing software.
- **Add music and sound effects** as needed.
  - You can't use "copyrighted" music but we have some copyright "free" music you can use that are available in the SMS.
- **Editing** it all together including:
  1. Capturing video as "clips" into the video project
  2. Recording and importing narration into the project.
  3. Scanning or creating graphics and importing them into the project
  4. Assembling video clips (with audio) on editing timeline
  5. Adding the music track/sound effects to the editing timeline
  6. Adding Video Effects / Motion Effects if needed.
  7. Exporting the finished promo for distribution on:
    - a. Videotape
    - b. DVD
    - c. Computer (Burn WMV or QT to CD or copy to Jump Drive)
    - d. Web (WMV, QT, Flash Video)

## 8. PROMOTIONAL VIDEO PRODUCTION 101

Click on Picture below to play the video first  
then take a look at its construction as a script and storyboard.



The first thing you need to notice is the number of shots used in this 30 second promotional video.... 24!

That averages just a little over 1 second of screen time for each shot.

But, some shots are on the screen for 2+ seconds and some are shown for only a fraction of a second.

Think about it....

What effect does the rapid pace of editing have on the audience? What does it “say” to them? When would a slower pace work better? What mood would each evoke?

How do the shots compliment the narration?

How does the music and sound effects compliment the narration AND visuals.

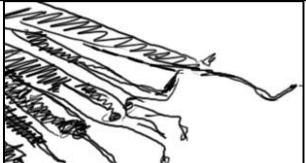
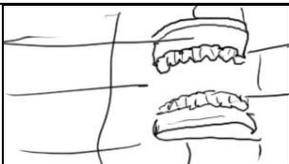
2 ways to look at it: A Script and Storyboard. .. de-Constructing the promo.

## Ronald McDonald Care Mobile Sample Script:

VIDEO	AUDIO
	Harmonica/Guitar Music Bed under all
Fade up from black to MCU shot of Arthur in front of white set framed to left side	Arthur: Before I started driving
Ecu shot Arthur's ID	the Ronald McDonald Care Mobile,
Low shot from inside RMCM shooting out into sun.	I ....
WS Caremobile going through intersection	never knew it existed.
MCU low angle of Arthur driving	We go to neighborhoods
WS traveling shot of neighborhood from insided Care Mobile	where the kids can't afford
MS of Arthur on white set framed to right	to get to a dentist
3 QUICK SHOTS >XRAY, >ECU Dental >Instruments, >Teeth Closing	Sound EFX >Whistle >Click >Whir >Clack
MCU shot of Arthur on white set framed to right	When they first come to us
ECU Flip flops	.... I
ECU OS girl in mirror with latex gloved hand	know that they.....
MS Side View Girl laying back on dental chair with dentist	feel scared.
OS shot of girl with hand over mouth	They're embarrassed.
Boy walking away (toward camera) with Arthur's hands on shoulders	On location sound of Arthur talking to boy as he walks away "Brush your teeth, all right?"
Pan from smiling boy and mother to Arthur smiling	Arthur: When you see a child smiling after their service is complete you can
CU shot of Arthur on white set framed to left	see how good that looks.
CU smiling girl in front of truck framed to right with RMHC graphic on left.	Female Narrator: Ronald McDonald House
CU smiling boy in front of truck framed to right with RMHC graphic on left.	Charities.
CU smiling girl in front of truck framed to right with RMHC graphic on left.	Giving so many children
CU smiling boy in front of truck framed to right with RMHC graphic on left.	a reason to smile.
Arthur centered in front of white set.	You know, it does change
MS of Caremobile truck driving diagonally toward camera right to left and fade to black.	their lives.  Music fades out as video fades to black.

# PROMOTIONAL VIDEO PRODUCTION 101

## Ronald McDonald Care Mobile Sample Storyboard:

		
Before I started driving	the Ronald McDonald Care Mobile,	I ....
		
never knew it existed.	We go to neighborhoods	where the kids can't afford
		
to get to a dentist	Sound EFX	Sound EFX
		
Sound EFX	When they first come to us	.... I
		ETC....
know that they.....	feel scared.	ETC.....

You can use word, create a table with rows for the pictures and rows for the text that goes under the rows of pictures. Here, there are 3 columns and 10 rows.