

## Things to Think About

### A few things to consider when engaging on a video project

*An ST16 Ltd. White Paper by Simon Crofts – Creative Director, ST16 Ltd.*

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Below is a guide to some of the things you need to think about when producing an effective piece of communication. This list is by no means exhaustive and a good production company will always help and guide you through this process, so don't worry if you can't address all of these questions right now...

#### **Target Audience**

Who is the project aimed at? What is their gender and age range? What type of people are they: Straight-talking engineers, the general public or sophisticated execs etc.

#### **Objective**

What do you want to achieve from the project? Why are you actually making this piece of communication? How will you measure success?

#### **Challenges to overcome**

What might get in the way of the objective? Examples might include:

- Do your customers struggle to fully understand your business?
- Are your employees cynical about your current objectives?

#### **Engagement**

What are the things that will convince the audience or help them buy-in to what you are saying? This may well be specific to your industry.

#### **Creative**

Do you have any initial creative ideas or possible executions? Is there anything specific you have in mind or have seen working well in the past?

#### **Measurement (Recommended but optional)**

Is any measurement of impact required? How will we know if the film has been successful?

#### **Timeframe**

Do you have a specific deadline you are working to? Does filming need to take place on specific dates? Do you plan on a set number of days filming in each location?

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**Budget**

The possibilities with video are endless, an idea of budget can help keep the costs realistic from the off. Even if you can provide a budget range it is very helpful.

**Cast**

Do you need actors in the film or will members of your team/workforce be able to participate in filming.

**CGI**

Do you need computer graphics in the film? This might mean 3D animations of products, buildings or landscapes. It could also be special effects or graphics

**Location**

Do you need a studio or will all of the footage be captured on location? Are there any special requirements for getting access to the location or working on the location? i.e. rough terrain, international location, ID cards, SCATS training etc.

**Outcomes**

How will the communication be presented? Will it be standalone or will it need to interact with a presenter? Will you use DVD, CD-ROM, web-streaming or video inserted into PowerPoint for example? Or perhaps a combination? Think about new methods of delivery like mobile phones, memory sticks and 'YouTube'.

**Duplication (if required)**

What quantities would you like duplicated? Have you any thoughts on the packaging? Do you require hard cases for disks or might soft plastic slip wallets be easier to distribute? Much of our content is now delivered as an electronic file ready for use online, either on your intranet or the Internet.

**Extreme?**

How open to novel ideas are you and your audience? Sometimes the slightly whacky or 'fresh' ideas can be the most effective, by knowing how willing you are to explore this we can look at the proposal in different ways.

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