Creating an Engaging Video Profile



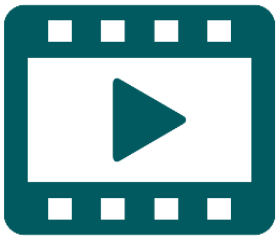
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BORD BIA
IRISH FOOD BOARD

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Thinking House

Introduction

The limitations around meeting in person brought on by Covid-19 have significantly impacted the way that suppliers engage with existing and potential customers. With international travel heavily curtailed, trade shows cancelled (or delivered virtually) and a global shift to working from home, suppliers have to find innovative ways to engage with new and existing customers. Developing compelling video content is an efficient way to make a first impression, showcase company capabilities and provide a hook to capture a customer's attention, encouraging them to engage further.



We have developed a supporting video for this document which is available by clicking this link

With more of our clients looking to develop video content for the first time and others still looking to rework existing content to best effect, Bord Bia has developed 4 key steps, or principles, to help you to optimise your company's **Video Profile**. This video should serve as a short synopsis of your company as a whole and provide a brief overview of the products and/or brands you have to offer both your customer and end consumer.

By adopting these principles you will learn how to tell your company or brand story with impact and to present it in the best way possible to really ensure that you stand out from the competition.

This document addresses each of our four principles in turn:



Before we address these principles, a few thought-starters at the outset:

- **Less is More:** It's important to keep any video profile short. Target customers you wish to attract may not take the time to look at a video if it is any longer than 2 minutes, so be sure to plan for a concise video showcasing a few key highlights about the company in an engaging way.

  How do you want to Show Up?: Think about what you most want to convey and how best to do that. Do you want to be on camera for the duration of the video or just briefly to introduce yourself? This may depend on how at ease you are in being on camera. Should anyone else from the company feature? What style works best to convey your message? (Voice-over mainly; on-screen for intro only; on-screen throughout: full screen or in inset video?)

1.Relevance to your Audience



There are a number of reasons you might be looking to create a video profile for your company. It can be a good idea to have this on your website or social media channels as a quick and engaging introduction to the company. You can link to or incorporate this whenever you reach out to new targets.

You may need to develop a video profile ahead of an event or trade show with a particular cohort of potential customers, perhaps in a particular region, market or channel.

Whatever it is, be sure that you have defined how your video profile will be used at the outset and evaluate its relevance to the audience. Our first principle helps you to do this.

Define Your Objective(s)

Outlining specific objectives you have for any new video profile will help you to plan it out in detail. Knowing where the video will be used and what you need it to achieve will ensure that you tailor it appropriately for the audience.

Your messaging should address the needs (or anticipated needs if you are unsure) of the audience you hope to reach where the video will be shared.

In most cases, a video profile for your company needs to have a broad appeal so you'll need to keep the messaging relatively generic rather than tailoring it too much. (Tailored messaging is hugely important but more appropriate for a bespoke video pitch or virtual meeting preparation once you have a meeting in place).

Don't just re-use existing material!

By all means look back at any collateral you already have. Using existing imagery or clips, if aligned to your messaging, can save time and money. But do evaluate this each time rather than simply re-hashing old content because it seems like the easy option…it might not resonate with a different audience.

Convey Broad Understanding

Your video profile should convey that you are tuned-in to trends and developments in the market and/or channel and to consumer needs. You should try to demonstrate a broad understanding of these, without narrowing the focus too much. You can't control who will see your video profile and you don't wish to alienate any potential customers. This is a balancing act but remember you are simply trying to create a good first impression, show professionalism and demonstrate your capabilities.

Align To Audience Needs

Think through what is most relevant for your audience before you begin to plan your content.

With limited time here, it makes sense to restrict your focus to what the audience is most interested in and highlight the capabilities you possess of most relevance to them. If your video profile is for a foodservice event then dial up your experience in this channel, rather than sharing everything you do in retail. If the focus is on Private Label then don't over-egg your branded offer and so on.

Dial Up Strengths

Rather than sharing everything that your company does, you are trying to communicate your core focus and capabilities of relevance. If you do this well, your video profile will encourage the audience to find out more by engaging with you directly.

Focus on areas that, as well as being relevant to your audience, are real strengths for your business. Dial up anything that really sets you apart from the competition and leave out areas where you are on a par.



Given the limited time you have, you need to distil your message down for the viewer. Don't be tempted to include more information…that means your target customer will have to spend time working out what might be relevant to them…and they just might not take the time to do this!

Be sure to always select the most appropriate supporting text and visuals too - this will all help the viewer to quickly understand your offer.



2. Messaging

Our second principle looks at messaging and how to optimise this in the context of a short video profile. You need to be selective in your messaging but provide enough of a hook for the viewer so that they are eager to follow-up and learn more.

Below, we provide guidelines on how best to structure, time and script the messaging in your video profile and reinforce this with visual aids. Following these should ensure that your video profile serves as a capsule introduction to the company for the potential customers you wish to engage with.

Value Proposition

In your video profile, you won't be able to tell the full story or the background of the company. You really need to restrict what you try to communicate to ensure that your messaging lands.

A helpful way to do this is to really focus in on your Value Proposition relative to your audience, giving them a compelling reason or reasons to buy from your company rather than from a competitor.

Identify customer/ consumer needs	Start by identifying the needs of your customer and/or the consumer they serve
Define benefits	Next, outline how your company or products successfully address these needs and clearly define the benefits you offer
Communicate reasons to believe	Articulate clearly how your company or products provide a better solution than competing offers, thereby giving a potential customer a clear 'reason to believe' in your proposition

Structuring your Message



- **Logo:** Stick to a single company or brand name and ensure this is what you feature throughout (many companies have different company and brand names, or vary what they use across e-mail and web address etc.) Try to minimise this as it has the potential to confuse a customer early on.
- **Company Introduction:** Introduce yourself, stating your job title, before introducing the company and providing a summary sentence of what the company's core focus is. (Be sure to keep this relevant to the audience).

In a short video profile it's unrealistic to make more than 2-3 clear points about your company, brands/products or experience of note, so the main body of your video will address these:



- **Company/Product Overview:** Give an overview of the company's capabilities of relevance. And introduce the 2-3 key points which should align to your Value Proposition relative to this audience.
- **Summary & Call to Action:** Before concluding, recap on the 2-3 points you have mentioned and specify a clear call to action for the viewer (how you want them to engage or contact you).
- **Contact Details:** Conclude with your contact details in brief. Keep to a single contact person and leave out unnecessary details (fax etc.).
- **Logo:** Close your video with your company logo, or product shot if preferred, as your final image.

Timings

We believe that ideally a company video profile should be 2 minutes or less.

Identify the mandatory elements you need to include and create a precise schedule including these and the key points you wish to make.



This is a suggested running order for a best practice 2 minute video profile:

- Company logo or product shot at beginning (5 secs)
- Individual & Company Intro (20 secs)
- Company/Product Overview. Highlight 2-3 key points (40 secs)
- Summary recap & clear call to action (20-30 secs)
- Company contact details at end (10 secs)
- Company logo or product shot (5 secs)



Script

- Once you have established the key messages that are important to dial up and established the timings to stick to, you should start developing your script.
- Give yourself plenty of time to do this. Often you will need time to edit and cut back, ensuring that the content can be delivered comfortably within the allocated time.
- A good guideline for a video of this length, to allow some breathing space for the words, is to stick to a script of no more than 150-160 words in total.
- Be sure to focus on 2-3 key callouts only and repeat these in summary format.
- Don't forget to finish with a clear call to action so that the viewer is clear on follow-up required.

Provide a clear call to action!



Support your Message

Consider ways in which you can support the messages you want to convey. You might include product shots, photos of your factory or farm, even the family or team behind the products. Depending on the key points you wish to communicate, you may wish to depict your innovation capability by showing your NPD lab in action, or the artisan or traditional nature of the product by dialling-up the family heritage. You can showcase packaging capability by highlighting the full range of formats available or the strong consumer-focus you have by showing how your products integrate in to their lifestyle.

Think carefully about the key messages you wish to convey and how best to visually support these.



Slides: A very short slide deck with clean, uncluttered, slides can work well.

Images or Graphics: Use images and graphics effectively to support the messages. If you have short video clips these may help to tell the story.

On-Screen Text: Use text on screen to dial up any key points you especially want to land with the audience (capability, accreditation, awards, number of flavour variants, brand Vs PL, channels or markets serviced and so on).

Sub-titles: Increasingly, companies are using subtitles[1] to assist with comprehension for foreign buyers or where the viewer is unable to watch with the sound turned on.

A few watch-outs here:

-Try not to overdo the number of images or graphics you use. You don't want to overwhelm the viewer with too much popping up on-screen.

-Attention to detail is crucial… avoid typos on any slides or on-screen messages. Be sure to get somebody reliable to double-check for these also.

-You also need to sense-check for synchronicity: do the images correctly align to the narrative?

[1] Do be careful when looking to develop foreign language subtitles for your videos. This can take time, and will require professional translation so there will be an additional cost involved. It is usually advisable to get any foreign language text checked before signing-off on its inclusion in a video. You want to be 100% sure that the translated text is correct.

3. Look and Feel

Once you know what your current or potential customer need is, what you would like to communicate and how you are going to do it, now is the time to determine how you will deliver it .The look and feel of your video is so important, building a professional representation of what it is that you, and your business stands for. You don't need to invest a huge amount to get good outputs, though if you find that you are developing videos more frequently, it may be worthwhile making some investments to ensure consistently high quality outputs.

Lighting

Lighting is a key component to delivering a professional video profile. It trains the audience to look at the right things – and portrays a positive message from the host.

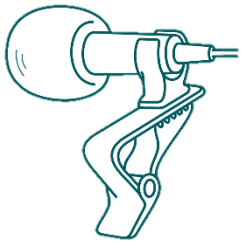


- Look to use a bright window as a main source of light, and aim to use the natural light as much as possible.
- Position light sources so they shine on your face, and don't come from behind you.
- A simple desk light beside the laptop/ recording device shining in your direction should do the job.
- If you would like to go a step further you can consider purchasing lights, such as a USB ring light or umbrella light.

Aim to keep consistent exposure with your phone/ camera and practice the settings to lock this for consistency. It's always a good idea to look back at any footage filmed in natural light, in case the light changed significantly at any point due to clouds/sun.

Sound

A poor quality sound intake can impair delivery of your message and also become a barrier to how your audience listens. Become aware of your surroundings and do tests on sound feedback.



- Larger rooms naturally have more echoes – and inferior voice capture. Think about finding a smaller room, if possible, with soft surfaces (such as curtains, couches, chairs etc.) to remove this distortion.
- When it comes to sound recording, standard built-in microphones are of poor quality for sound input. The best way around this is to add a dedicated external microphone which syncs with screen recording.
- A lavaliere (clip-on microphone) is a budget-friendly solution to providing professional sound input.
- Stick or 'shotgun' microphones, are more expensive hardware solutions which you may invest in for secondary video production.

Recording

All modern computers and phones should have the facility to enable recording with camera and sound but the quality can often be improved.

Make sure to check the resolution of your recording device. Laptops are traditionally not a good video recording device, due to the resolution of the camera installed.

- Look for minimum 720 pixels recording resolution. You can check this in your camera settings.
- Webcams are a good investment, worth considering. They can record in high definition and improve the quality of your content.
- Don't ignore the ability of your phone to record. Most modern phones have HD screen recording abilities. Set your recording to HD, use the back of the camera (not in selfie mode), and record in landscape.



Watch-out : Stability

If using a separate camera, or webcam, a tripod can be used to add stability to your recording and to minimise 'shakiness' which invariably gets in the way of quality video delivery. You don't need to break the bank with an expensive tripod, there are plenty that are reasonably-priced on the market to fulfill any needs.

Clothes

You may choose to wear clothes that tie in with your brand or video message depending on the image you would like to portray.

- Warming colours boost contrast and present you in the best possible way.
- Colours like teal, cobalt, purple and coral pop on screen. Solid colours work better than patterns which can be distracting.



- Aim to wear solid tones to contrast with your skin colour and background. Avoid white, bright red and all-black outfits where possible.
- Avoid patterns: like polka dots, small stripes or plaid. Keep jewellery to a minimum also.
- Finally, don't introduce any logos, or brand distractions outside of your own logo.

Positioning

It is important to position yourself just above or at eye level with your camera or webcam. If you don't, the recording will be from an angle which is unnatural and which may not present you in the best way possible.

- Attempt to centralise your body on screen and frame yourself as the centre-point in the meeting lens.
- Aim to appear from waist up, especially if in table meeting setting.



Top Tip!

You don't always need to invest in expensive kit; you can simply place your laptop, camera, or webcam on a pile of books to raise the height of your camera, ensuring optimal eye level.

Delivery

You know your product and business better than anyone else so when talking about them you should try to display confidence. You may be nervous about the recording, but show enthusiasm and passion for what you are communicating.

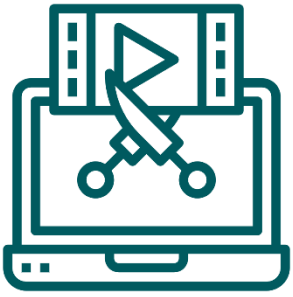
- Write, and re-write, your script in advance. Aim to deliver without a written script for best practice if you are comfortable to do so.
- If you must read the script then practice this many times first so that your delivery is as natural as possible and your personality comes across in your voice. If you do need to read your script then try to position it in such a way that you are projecting forward with your voice, rather than looking up and down from a page …you'll be amazed at the difference in sound quality! Finally, ensure that your tone is aligned with the audience profile – take into consideration any cultural differences or language barriers.

Video Teleprompter

Depending on your comfort level with the final script – you may want to use an App such as 'Video Teleprompter Light' and use this with a phone/iPad/laptop to aid your delivery.

Editing

Whether you are editing your video content yourself, or being supported by an agency it's important to be really focused on editing to ensure that the final output is as good as it can be.



- Include video cutaways which support the message you are trying to deliver. Be mindful that these make take time to develop – but can be an effective support for your video.
- Choose any music carefully to support your video and set the pace for the delivery of your message.
- As we mentioned within the messaging section, you may want to add elements on screen such as graphics, text or images to reinforce your messaging. Know which points to repeat, highlight or communicate on-screen to coincide with your voiceover. Plan these in advance – identify them when developing your script and video narrative. Make sure that they are professional, within brand guidelines and add to your story.

4. Production Plan

When you are going to develop your video profile, it's important to plan the process as efficiently as possible. Planning reduces the risk of errors, increase confidence in delivery and ultimately contributes to a professional, engaging video profile.



Plan in advance, practice and detail what is needed to make sure you deliver on your video. The below list is not exhaustive an it depends on the type of video and location

- When is it going to take place?
- Who is going to record and who is going to speak?
- What will be recorded?
- Do I need a script? Written or on screen?
- What will I wear and do I need a change of clothes?
- How will I use the equipment I have in the best way possible?

Be meticulous, practice and plan and ensure you have no distractions to delivering effectively. Bring someone along, who is comfortable providing constructive feedback and builds to support you in the delivery of an effective video profile.

Conclusion

This document has outlined the four principles in developing a video profile for your business. Within each of these we have detailed key tasks and considerations needed to ensure your message is communicated in the most engaging, professional and efficient manner possible.

By understanding your audience, having clarity on your message and delivering with a clear look and feel you will elevate your video profile to target customers now accustomed to best practice from their potential or current suppliers.

If you would like further support to develop a video profile you can contact the Client Capability team at: clientcapability@bordbia.ie

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