

Phillips MediaSource WhitePaper

The Power of Video Storytelling

The most powerful forum for consumer seduction is the conversations we have in our everyday lives. Authentic stories describe a place for customers to understand, use, play with, and fundamentally experience your offerings in a place and time that you are what you say you are.

Think Strategically

- Before deciding what video you will produce, ask yourself what your goals are, what core message you want your audience to understand and what exactly do you want to achieve.
- To develop your core message, think through your company's vision and branding.
- Your personality emerges through authentic storytelling and determines the style, attitude and technique for your video.

The Production Process

Pre-Production

- Understand your story. What is the plot? Who will tell the story? Text? Narrator? Multiple interviewees?
- Create a shot-list to map out how you will visually tell the story.
- Research.
- Coordinate people and locations for shooting the video.

Production

- Take all your planning and actually start the project.
- Record images and sound
- Shoot interviews before b-roll to have a better idea of what b-roll you will need.
- Get releases for talent and interviewees.

[> read more](#)

Post-Production

- The majority of the time will be spent editing the video to create a clear and concise story that articulates your message and is of a high-enough quality to reflect positively on you company or organization.
- Create story structure, graphics/titles and motion graphics. Do color correction, sound mastering, find music and secure rights.
- Have additional rounds of feedback and revisions.

Distribution

- Determine where the video will be shown. Online? Live audience? DVD?
- What platforms will you use? Bloggers? News outlets? Live screenings?
- Where will the video live? Online storytelling? Campaign platform?

Evaluation

- Use your measurement tools.
- Discuss the indicators of success
- Did you meet your goals?

What Story Should You Tell?

- It can be overwhelming to come up with a concept for your video. There are many different kinds of videos. Which kind is right for you?
- Don't fall into the program trap, focus on people, stories and impact.
- Avoid doing overview videos. Create vision videos instead. Show, not tell.
- Quick talking to yourself.

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How to Tell a Story That Sticks

- Impact stories are transformative journeys. They are usually about challenges, connection or creativity. Use one of these plots to guide how you tell your story.
- Stories are authentic, emotional, memorable, relatable and tangible. Focus on individuals, not statistics.
- Create a culture of storytelling with your organization to spur creativity and more powerful communications outcomes.

Benefits of Outsourcing Video

- Expertise
- Time and energy
- Internal motivation
- High quality
- Professionals can help your staff focus on strategy and see your company's work in a new way.

Let's talk.

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Thanks to Phillips Productions, ListenIn Pictures and causevox



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