

# The power of what we see.

Perception is everything.

Video content creation by



**COGNITIVECREATORS**  
THINK TRANSITION

# Video Content Creation

- Concept ideation
- Inspiration
- Story
- Production list
- Post-production
- Reviews
- Publishing



**Behind the scenes:**

## How do we create engaging video stories?

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### 1. Concept Ideation

The first coordinated brainstorming session of the process

#### Finding the answers to the question:

- What is the business need?
- What do we want to achieve?
- Who is your audience?
- What are the 3 most important messages (business wise) that we want to communicate?
- Did anybody else in our industry do this? (If yes, how? If not, why?) [note if nobody did it before, it doesn't mean we shouldn't do it]
- What is unique in our idea? Is the idea genuinely simple?
- Who are the potential candidates that need to be in the video?
- On what channels do we want to use the video?

**But by the end of the day the idea need to feel honest to your brand values.**

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# INSPIRATION

## 2. Inspiration

Pairing the idea with the most suitable video genre

### Start narrowing down the endless options by looking for

- **What are videos that we like and what do we like in them?**  
(Industry doesn't matter) [create list with quick explanations]
- **What are the videos we don't like and what do we don't like in them?** [creating a list with quick explanations]
- **Discuss our short list of our preference with the production team on high-level planning.**
- **Discuss budget limitations or any other limiting factors.**
- **Share branding requirements.**

**The idea, the decided video style and the digital channels' specifications should be in perfect alignment.**

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# STORY

## 3. Story

The king of all contents

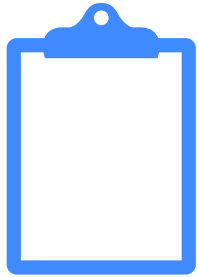
### Humble notes to keep in mind

- The story is the fuel that keeps your car moving. Better said, it is the basic element that gets you first to the finish line.
- Focusing on the feelings, impressions, simple tones, experiences. People don't want abstract, they want to relate.
- The main character is not you. It is your customer. Put on his glasses.
- There is a need for a "problem". And you are the only one to solve it.

Golden rule:

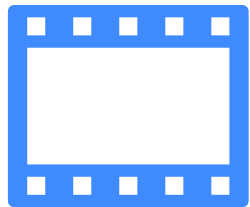
**Every word is spotless. Even when there are no words. Script is what keeps you grounded.**

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### **Story messages:**

Decide on the **key messages**. And stick to them.



### **Story building:**

Detailed script on how you want to tell the story - imagery, characters, etc.



### **Storyline and voice:**

Polishing the script with the **final wording of statements, testimonials or dialogues**.



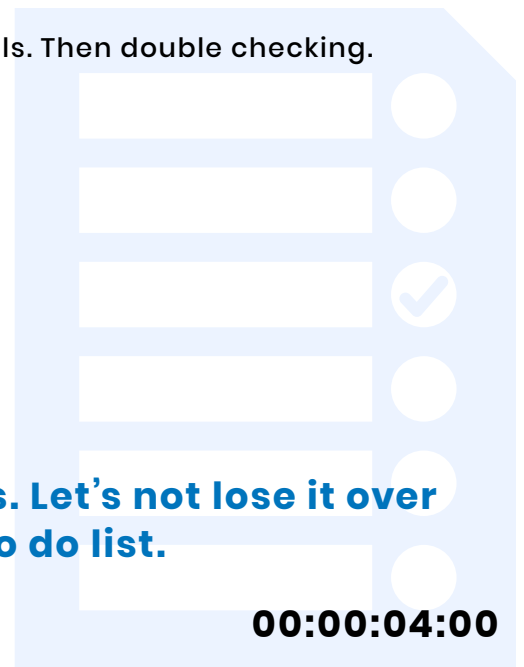


#### 4. Production list

Can save you from disaster

#### Before showing the world your new great story, consider these

- Deciding on the exact schedule of the shooting days.  
When to do what.
- Assigning responsibilities, aligning with the local crew.  
Making sure everyone knows where to stand.
- Booking final dates, locations - logistics regarding the production crew.
- Explaining participants what do they need to prepare regarding the surroundings, clothing, legal, dependencies.
- Getting the participants involved prior the shooting: they need to know the story, their main lines, and the impression we are aiming for.
- Checking all the needed tools. Then double checking.



**Time is most precious. Let's not lose it over not having a proper to do list.**

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## 5. Production

It's showtime

### Once everything is prepared we have to do the works

- **Following the script and the production list.**
- **Production team is leading the way**, local crew's assistance might be required.
- **Getting the most out of the scenery that might include:** drone images, multiple camera angles, timelapses, b-roll footages.
- Minimal improvising, **more adaptation to challenging situations.**
- **Going beyond the minimal required**, catching the greatest natural lights and spontaneous moments.
- **Assistance behind the scenes:** people who are not professional actors, usually have camera fever, when interacting with the participants make sure to encourage them to act as natural as possible.

**This might sound the most important part, but it is really only the most interesting part.**

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# POST-PRODUCTION

## 6. Post-production

Editing is where magic happens

### Hours of editing and making wonders

- **Our post-production team can work in three languages: English, Hungarian and Romanian.**
- **When shooting content in other languages than the ones mentioned above,** detailed translation of the materials is needed, of the first raw cut, in order to start the narrowing process.
- **Native audio:** the most natural is to record the audio content together with the video content, however, it can happen that due to wind noise or other surrounding noises, the audio content has to be re-recorded. In this case it's important to use the same wording with the same rhythm as the original content.
- **Voiceovers:** many times an intro and outro is required to give a professional feel to the video. As voiceovers are required to be booked beforehand it's important to prepare for this in the story phase.
- **Soundtracks:** the post production team will look for a suitable background music that gives the auditive tone of the video.
- **Animations:** Bits of animated elements can be also incorporated to enhance the key messages.

**Our editors can make the unreal feel tangible and can improve the natural flaws to feel perfectly humane.**

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AWESOME



LESS

AWESOME



## 7. Reviews

Rounds of feedbacks to reach the final version, everyone is happy with

### Client review rounds

- We are working with the video sharing platform frame.io in order to **keep track of the required changes**.
- Before giving a review to the post-production team, **appoint a creative project-manager** who gathers and submits all the internal change requests.
- First we put in order the finalised content, than the b-roll footages follow to achieve the desired feeling.
- **Visual review:** make sure to check that visually everything is in line with legal requirements and consistent.
- **Audio review:** specifically when the post production team is not a speaker of the language it's important check the voice content.
- **Keeping deadlines is vital:** couple of days of commenting and again 2-3 days of changing is the timely procedure.

**Clear formulation of change requests can spare further precious time.**

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## 8. Publishing

Coming to life

### Before showing the world your new great story, consider these

- **Publishing is usually handled by the post-production team,** so make sure to point all the channels where the material needs to be published. In case you are publishing the material follow the guidelines of the channels you are using.
- Publishing is only possible in equal or lower quality than the production itself, so **make sure to set video size requirements before the shooting starts.**
- Making sure the video doesn't get published too early or too late, the video publishing date should be in line with your marketing campaign.
- **Publish only when you are sure that the video 100% ready.** Changing afterwards a published content has 2 negative impacts: you have a change request cost and you lose your marketing data that you collected in the period when the video was running.

**That rush with hitting the 'Publish' button is equal with the adrenalin of your first bike ride.**

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We transform  
brands into the  
**digital future,**  
**today.**





**COGNITIVE CREATORS**  
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