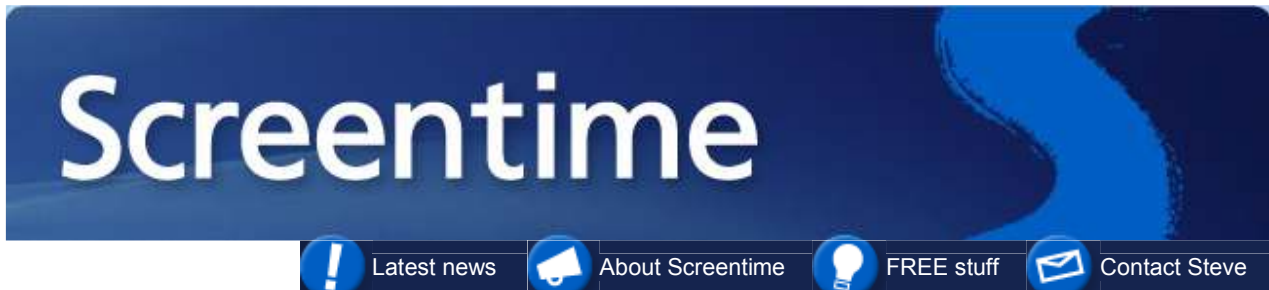


Richard Gee

From: Steve King [steve@screentime.co.nz]
Sent: Tuesday, 4 September 2007 2:10 p.m.
To: richardgee@geewiz.co.nz
Subject: Screentime Video News- September '07



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Hi Richard,

A couple of recent news events have demonstrated the need for companies to be able to communicate quickly, directly and personally with customers, clients and staff. Hence the lead item in this month's issue.

Thanks to those Screentime readers who've sent in positive feedback on the previous issue which has been one of the reasons behind presenting this ezine monthly for the next few months- that and because I have a heap of interesting article and ideas to pass on and want to reduce the size of the email to make it easier to digest.

Happy Spring,
Steve

Any Video In A Storm – video messages for crisis communication

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A major product recall, calling into question the quality standards of a company and the standard of its efforts to deal with the problem. A number of businesses in a key industry sector collapse in quick succession, leading to public concern about the stability of the remaining players.

Press releases and news appearances have their place when a business needs to connect urgently with customers and staff, but they rely heavily on the media to present and disseminate the information, and of course their reasons for doing this can be, not surprisingly, different from yours. And this is where video messages come into their own.

Issues like a recall of toys, or the perceived instability of the financial investment sector are emotive topics. So people look for reassurance that their families/investments/ homes and so on are safe, and guidance and direction on what they can do to regain some control. Here's how [Mattel](#) handled it recently on their website, which was linked to from online news sources and its own website homepages.



He wouldn't have been given that opportunity on the news. I reckon putting a caring, human face to the

company's response to the issue went a long way to calming the many worried parents and caregivers, and retail distributors who went online for more information about the event. A video message like this one presents a perception of openness rather than one of "hiding behind" press statements.

I wouldn't be surprised if the CEOs of the major players in the NZ financial and investment industry start presenting just these sort of video messages on their websites in the coming weeks to personally reassure investors and clients that their business is sound, and their client's investments are safe.

The many companies with secure intranet communication would easily be able to quickly deliver personal videos from key managers to the entire network covering a wide range of information- from the company's official position on an issue, to an in-person explanation of what's being done to deal with it. An added benefit of disseminating it in this manner is that it's extremely difficult for anyone outside the organisation to get a copy of it- unlike emails...

But in some cases a DVD with the same content may be just as suitable, and these days produced almost as quickly. An option to keep in mind when any of you need **the benefits of a timely, emotive and personal response to a major issue.**



A Peek Behind The Scenes

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Next time you're producing a major advertising campaign, especially a TV one, consider recording the more visually interesting parts of the process to present as part of your in-house lead-up to the campaign launch.

It provides an interesting, memorable and out of the ordinary accompaniment when presenting the campaign's genesis, approach and execution to staff.

Many staff in large organisations never come in to contact with the "glamorous" (yeah, right) side of the business. This approach can give them greater ownership of your company's campaign by giving them inside info and gossip on the behind the scene story.

One approach is to present the information like an Entertainment Tonight show- using other staff members as the presenters, or even getting local celebs or performers in to host it. Another approach is the simple cinema verite one, more documentary style, again interviewing key positions such as the Marketing Mgr, agency Creatives, Director, actors and even the crew.

The benefits to a business and to the success of the campaign are that you get more effective reinforcement of the campaign message internally because all staff understand why it's been presented this way, and increased buy-in and ownership from those staff.

5 Tips for Effective Trade Show Video Presentations

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ScreenTime has produced hundreds of videos for trade show presentations. Here are some of the basics we've learned along the way...

1/ Duration: Keep it SHORT.

The average attention span of your audience for a video at a trade show is 15 secs! There's too much to see, it's too noisy to concentrate much longer and their feet are sore. By repeating the same short message or series of messages over and over you have more chance of your audience getting that message no matter when they happen to be watching.



2/ Content: Make sure it's PERTINENT. Use it to attract attention to your stand – NO boring talking heads, preferably eye-catching, intriguing, visually stimulating images. Concentrate on communicating information the audience can't get from or see on the stand. It should supplement printed takeaways not cover the same material, otherwise why bother?

3/ Style: It's important to present the material with emphasis on the GRAPHICAL. A good test is how well does the video communicate the message when the sound's off? Shows are noisy and the audience may not be able to hear the audio at all so avoid narration or important info being conveyed audibly, or trying to tell a story.

Use on-screen graphics to re-enforce the images, as well as any facts or data. And keep your brand/product/ company name or logo on screen as much as possible.

It's also handy to have a laptop available with the same video, and any others, ready to play on demand for visitors who want more information or to see a specific portion of your video. This can be set up to play off a menu-based CDROM or DVD so that they can select clips themselves.

4/ Playback: A LARGE SCREEN (or multiple small ones) positioned at HEAD HEIGHT, will give best presentation and mean that it can be seen from further away- catching the eye and attracting attention to your stand.

DVD is the ideal and most common playback medium as it offers the best quality, no deterioration of image over repeated playback and no need to stop and rewind.

5/ Don't put credits on your video – the audience doesn't care who the sound recordist was, and don't bother putting contact details up – you're there, you're contactable!

For more tips like these visit the [Free Stuff](#) page on our website. And for more useful tips for promoting at

trade shows in particular try Trade-show-advisor.com



Are You Havin' a Laugh??

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Screentime is proud to be a supporter of [The Classic](#), this year celebrating 10 years as NZ's first and only dedicated comedy venue.

We love sharing the laughter with our clients so every enquiry generated from this newsletter before the end of September will go into the draw for a chance to win **2 double passes to any Classic show + a complimentary bottle of wine or round of beers**. The winner will be notified by email and announced in the next issue of Screentime Video News.

But anyone who clicks through to the Screentime [website](#) from this email also goes into the draw for a double pass to NZ's original Home of Comedy. Go on Richard- any link will do it...

August's Click-thru winner was:

Paul Hayes from NZ Blood Service

A double pass to any show at the Classic Comedy Club is on its way to you.

Before I go...

..here's my favourite product [promotional video of the moment](#): (Hat tip to Soap Creative's "Weekly 7")

If this doesn't make you want to buy one, I don't know what will.

What am I saying...of course I do. We know the answer to everything at Screentime :-)

Until next month,

Steve King

Executive Producer- Corporate Television



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