

# Seven ways to keep making films

The current crisis has put many campaigns on hold but your content stories needn't stop, even if filming (temporarily) has. Whether you need to update your audience with your latest news or help them navigate through these unusual times doing so with video content can continue if you make some small changes to your creative process.

So below are seven ways in which your company can continue making content for your audiences:

## 1. KINETIC TEXT-BASED ANIMATION

Clean and clear in its delivery, text-based animations are a great way to convey a message to your audience in this unprecedented time. Whether you walk the audience through simple steps of an instructional video or bring to life the new layout of your website redesign, Kinetic Text-Based Animations are great for delivering a wealth of information in a short time, without the audience feeling copy-fatigue. Kinetic Text-Based Animations, combined with your own imagery and if needed a voice-over guiding the narrative, will ensure that the audience can access your story in a variety of ways: oral, written and visual.

## 2. CHARACTER-BASED ANIMATION

Does your story require a central character or a representation of the general public? Character-based animations help humanise your story where text-based animations do not. By creating a person and their environment, we can follow them as they navigate their issue, journey, or your website, and follow them as they find their solution. This route gives full creative freedom without the restriction of not being able to film new assets, as every element will be tailor-made for your story.

## 3. SELF-SHOT VIDEO

As we continue to work from home the image of the webcam-style interview will become increasingly popular. As this becomes an everyday occurrence, we will see more self-shot style documentary content appearing in video content, social media and traditional television. Why don't you have an on-screen talent investigate your subject and utilise webcam-style interviews with your teams, customers and clients within the filmmaking itself?

# Seven ways to keep making films (cont'd)

## 4. ARCHIVE-BASED FILMS

With the wealth of premium video clip libraries available online we can tell your story using existing imagery, known as stock or archive. We can create a single narrative that does not rely on us filming any new media, by using stock video of customers, creators, the wider world or simply emotive iconography. Combining this imagery with visuals of your website, we can create a visual story that's easy to connect with as it relies on recognisable situations. If the audience can see people similar to themselves, paired with images of your product we can create a human connection to your brand.

## 5. SOCIAL CHANNEL LIVE FILMS

Like the self-shot video ideas above we will see over the coming months a surge in the popularity of social-channel-live content. From Facebook Live to YouTube conferencing to Instagram's split screens and even WhatsApp group calls, these recognisable brand-owned video tools will remove a barrier to entry for your audience, as accessing them will already be second-nature. Create this content in-house or work with our industry experienced producers to help you shape and build the most engaging narrative and content for your brand.

## 6. WEBINARS

With the ability to meet up in the physical world now reduced, audiences will turn to webinars to have the conference event experience. The behind-the-scenes technical work can be hard and laborious at times, but with every day these platforms are being geared towards a more novice user.

## 7. SOCIAL MEET-UPS

From Zoom to Microsoft Teams to WhatsApp and Blue Jeans, video conferencing software enables a group discussion between a collection of individuals. Every one of these apps will give you the opportunity to record the session and with some good organisation and personable, engaging contributors, your video conference can quickly become online debates, relaxed casual instructionals, or simply discussions. Capture these conversations and post them to your website for easy-to-create, conversation-led content.

# Seven ways to keep making films (cont'd)

## 8. AND PODCASTS

And while this route is technically not a video-lead solution, the freedom to discuss, in detail, the world around us, the impact of the current climate, or simply what you're doing as a company to help, you will be able to show the audience that you are present, working, and pushing toward a brighter future. As solo-working and more hours spent inside continue to grow, right now is the perfect time for you to venture into the world of podcasting.

We hope these suggestions are useful. If you want to talk more then please get in touch with us here at Brands2Life.