

Video Shooting Guide

Follow this simple guide to start creating **professional, consistent** and **on-brand** customer videos.

No fancy cameras. No camera operators. No studios.

Video

Tips for high quality video capture

- Use the native camera on your device
- Recording settings should be minimum **1080p at 30 fps**
- Use a tripod, if available, to stabilise the device and video
- Try to keep the subject in the centre of the screen
- Film each step in your process as a 10 second clip

Audio

Do not worry about audio when filming the scenes. We will add a music track over the top of the video during the editing process. You can supply us with a music track of your choice, or we can choose one for you from our audio library.

Process

How to provide us with your content for editing

- Send CitNOW the video clips in MP4 or Quicktime Movie format via Google, Dropbox or WeTransfer
- Provide your logo and branding, if branding is required
- Provide us with an intro and outro caption for the video if required
- Provide text for the captions on the video to describe the steps you are taking
- Send us the audio track in MP3 or Waveform format, if providing

Location

iPods and iPhones work best when there is **lots of light**, so use **natural** lighting from windows if possible instead of device lighting. External shots should be taken during the day with limited direct sunlight to minimise shadows.

Example storyboard and captions

Below is an example storyboard and captions which you can use to plan your own video.

INTRO CAPTION: This short video runs through the measures we're currently taking to protect our customers and staff.

VIDEO: Pan around service reception area showing tape markings on the floor. You should be able to see visibly that these are 2 meters apart.

CAPTION: Floor-markers to ensure distancing

VIDEO: Close up of a table with anti bacterial spray and hand sanitiser. Show hands being sanitised, keys being sprayed, and put into an envelope.

CAPTION: A contactless vehicle dropoff

VIDEO: Waiting area being cleaned, tables all spaced with 2 meter distance.

CAPTION: Waiting areas sanitised after each customer

VIDEO: Putting gloves on, wiping down car steering wheel, door handle, gearstick and adding seat covers.

CAPTION: Vehicle cleaning and protective covers in place prior to all work

VIDEO: Technician working on car engine or under a vehicle with gloves on.

CAPTION: Protecting our staff by always adhering to social distancing

VIDEO: Wiping down car steering wheel, door handle, gearstick.

CAPTION: Vehicle cleaning following work completion

VIDEO: Show keys being cleaned and put into an envelope. Customer picks them up.

CAPTION: A contactless vehicle handover

OUTRO CAPTION: Thank you for your understanding and cooperation. We look forward to seeing you soon.

Please send all your files, scripts and requirements to
marketing@citnow.com