



STAND OUT *videos*

Why brand video and film is ESSENTIAL, and how to easily make it look brilliant!

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Who am I and what do I know?

I'm a brand and family photographer and filmmaker, Mum of three girls, recovering photo-avoider and regular gin sampler.

I create out-of-the-ordinary photography and film for big-hearted folk. Photography and film that shines a light on what's amazing about who you are and what you do!

I also teach photography to both amateurs and professionals, mentor both photographers and other business owners...

I've run a business since I was 19! AND I made my first film when I was 17! #overachiever



Topics

- 1 Why do we need film/video?
- 2 What is brand film?
- 3 How you can DIY!
- 4 Tips for amazing videos
- 5 Questions

Why do we need video/film?

It's awesome, that's why



1.

Engagement

HubSpot tells us that more than half of us (54%, to be exact!) want to see more video content from the brands we love.

So, by creating awesome videos, businesses can get more folks excited about what they do!

2.

Connection

Video helps us to feel like we're connecting with the 'real' brand - the 'real' person who is providing the product/service we're after.

Photos are great, but nothing beats actually hearing someone talk and watching the nuances of their character.



3.

Messages - simplified

Videos can make even the most complicated ideas super easy to grasp.

Insivia tells us that we remember 95% of a message when it's in a video. A lot more than the 10% we remember from reading!

So, businesses can make a bigger impact with their messages through video content.

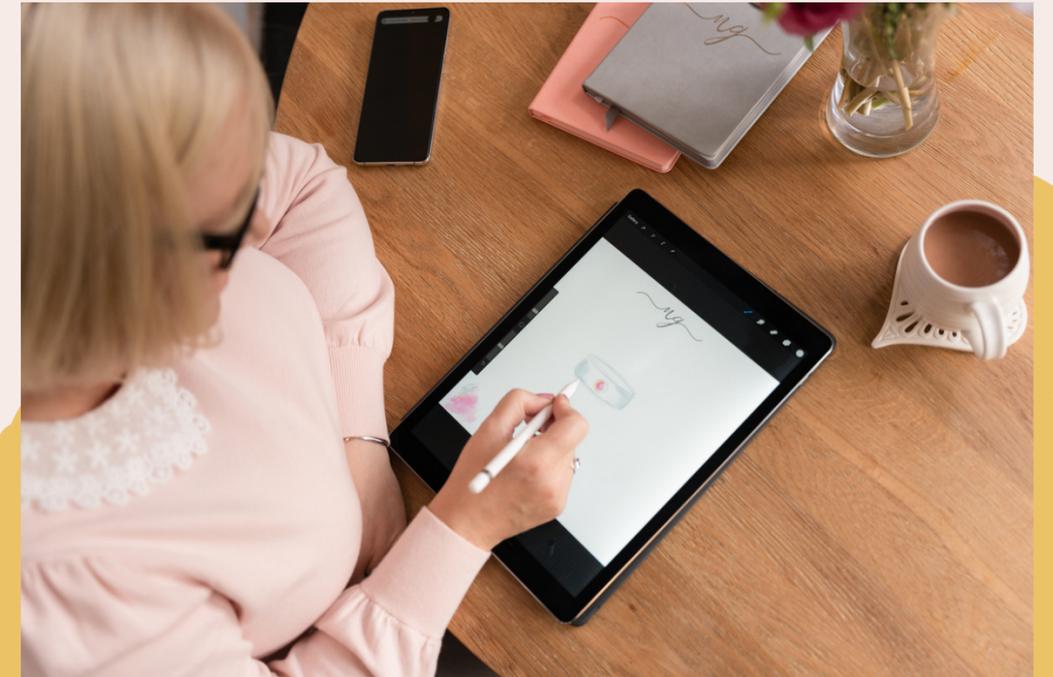


4.

Increase the share-factor

According to Brightcove, social videos get shared a whopping 1200% more than text and images combined.

This means that a cool brand video could reach a huge audience without spending a penny more on advertising.





5.

Trust

Videos can really help to build trust with customers.

Wyzowl reported that a massive 96% of people had watched a video to learn more about a product or service, and 79% say they've been convinced to buy something after watching a brand's video.

So what is brand film?

You're going to be a movie star... Kidding

Brand film...

- A [usually] short documentary-style film which showcases who you are and what you do
- It [usually] focuses on an interview with you, either face-to-face, or as a voiceover
- It includes footage of you working, including your products/services in action, and you with your customers (this is called b-roll footage)
- It's compiled in a way that catches your customers attention, gets them interested in what you do, and feeling like they really KNOW you.
- It's best-placed top of your homepage and used on your social media.
- It's much less scary to do than you probably think!





Check out some examples by clicking here

<https://vimeo.com/user141710050>



How can you DIY utilising some of the same principals as a 'full-on' brand film?

Apply some magic 

Apply the same principals in your DIY video!

- Speak your truth
- Record a LOT and then cut out the rubbish AFTER
- Don't be afraid to reorder things to put your 'hook' first
- Get on your soapbox!
- Show all areas of your business (your b-roll!), your products, services, your process, your customers.
- Keep on rolling, even if you feel like a plonker.
- REALLY get to know who you are, what you do and why you do it, the clearer you are on this the easier it is.
- Learn a bit about light, positioning and sound so you can make the best of your videos.
- Sprinkle these beautiful videos EVERYWHERE not just on your socials.



Tips for amazing videos...

Top tips!

1.

Learn to 'read' light

Think about;

- The type of light
- The direction of light
- The quality of light
- How could the light be improved?
- What is the light doing to the subject?
- Could more interesting lighting make my video better?



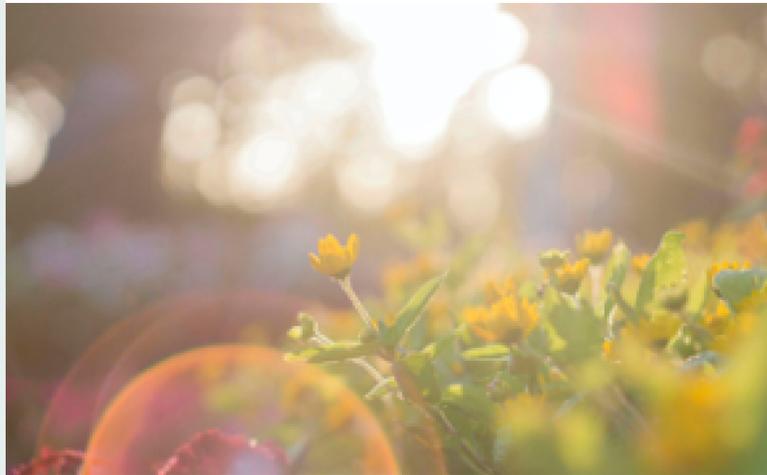


Types of light

- Natural light
- The sun!
- Can be outdoors or indoors
- Artificial light
- Electric lights – roof lights, lamps, car lights, torches
- Flash
- Phone or other screens

How does the type of light affect the FEEL and look of the video?

What type of light is right for your brand?



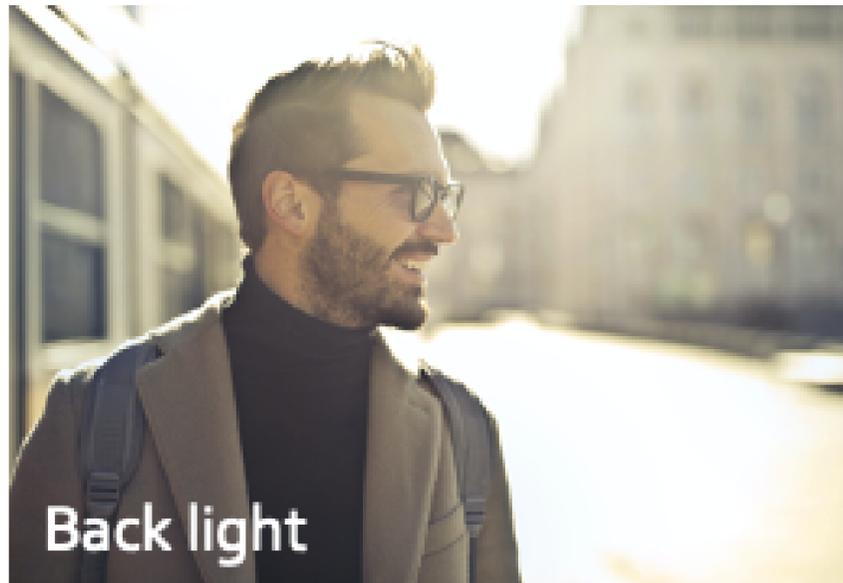
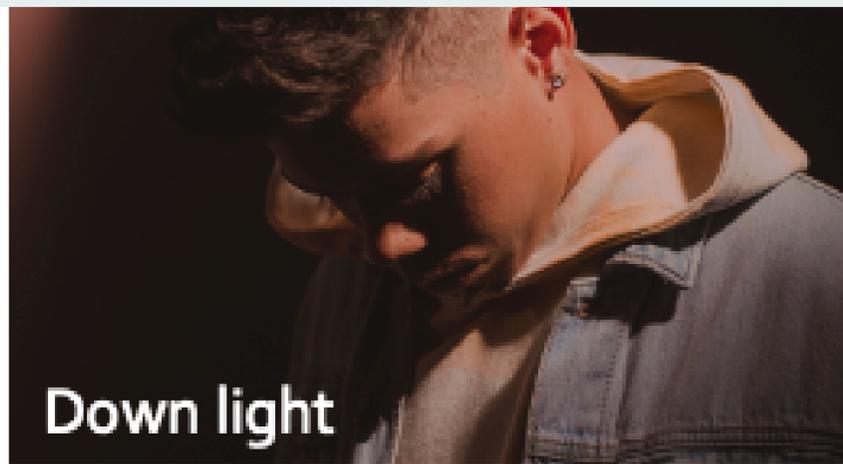


Quality of light



- Hard light; Has very defined edges and strong shadows. It usually comes from a small light source.
- Soft light; Has not very defined edges, the shadows aren't sharp. It usually comes from a large light source.

How does the quality of the light affect the picture? How does the quality of light affect how we feel about the subject?



Direction of light



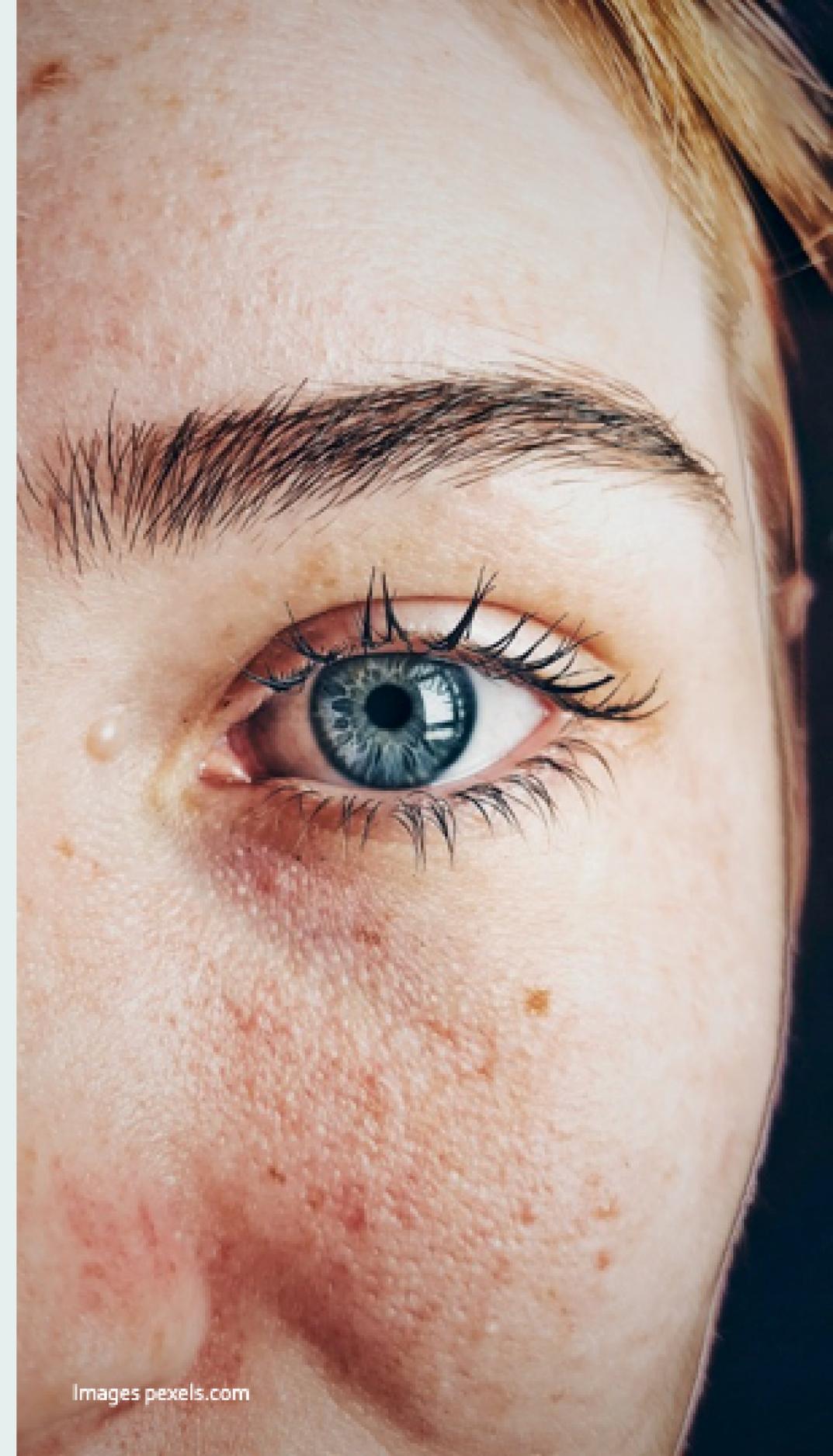
- Where is the light coming from and going to?
- How does the direction of light affect your video?

For example, uplight can look ghostly, backlight is usually dramatic, side light can age (but also add character) and front light can make you look younger!



Learning to see light better

- Become a light detective
- Don't just look – SEE, 'read' the light and see how the picture was created
- Start taking note of the light you see
- The type, colour, quality and direction
- If you're struggling to see light, try looking for the shadows first, as they're sometimes easier to see.





The best light for video?

- Daylight
- Front light
- Soft light
- Window or door light

Going on video often? Move your desk!





2.

Pay attention to your setting!

The environment you film in matters.

Find a quiet, well-lit area where you won't be interrupted.

If your surroundings look cluttered, they can distract viewers.

It doesn't have to be fancy – but please make sure your knickers aren't in the background and there isn't a house plant coming out your head... Like in this shot my daughter took of me!

3.

Invest in a tripod for your phone

Shaky footage can be off-putting for viewers.

A tripod ensures that your shots are stable and professional-looking.

There are many affordable tripods out there designed specifically for smartphones.

Alternatively, you can prop your phone on a stack of books; just make sure it's secure.

[I have this phone tripod here](#)



4.

Improve your audio

Clear sound is just as important as good visuals. Consider using an external microphone if possible.

If you can't use one, just make sure you're in a quiet place and speak clearly and loudly enough for your phone's microphone to pick up your voice.

Think about a lav mic that can be connected to your phone.

Make sure your lav mic points down!

I have this lav mic [here](#) that connects to my phone via [this](#) and [this](#)



5.

Keep it brief!

Attention spans are short, especially on social media. Aim to keep your videos under 2 minutes for maximum engagement.

Be sure to get to the point quickly, and communicate your main message early on.

Add a 'hook' at the beginning!





6.

Set your intention

Intention is magic. It focuses the mind and makes for better creations.

What is your intention for the video you'll create?

What feeling do you want to capture?

How do you want your video to impact your audience?

What techniques will you use?

What will be different from your last video?





7.

Engage with your audience

Ask questions, use humour, tell stories – do what you can to keep your viewers interested and engaged.

And always remember to look directly into the camera, as this creates a sense of connection.



8.

SLOW DOWN

Even if you think you're going slowly
- you're not!

Record yourself and listen back to
check your pace.

9.

Edit for Clarity and Impact

Use an editing app to trim unnecessary parts, add text or graphics, and improve the overall flow of your video.

A well-edited video is more enjoyable to watch, and it gives you a chance to correct any minor issues that occurred during filming.

I recommend CapCut for video editing, it's SUPER simple to use.



10.

Add subtitles!

Many people watch videos without sound, especially on social media.

Adding subtitles ensures that your message gets across no matter how people are watching.



Key points for better photos

Video and film build connection and trust WAY quicker than text

Professional brand films are a wonderful investment, but there are a LOT of the principals of these that you can add to your DIY videos now

Light - Where is it coming from, what quality is it, what colour is it, and what is it doing to your face? Can changing the light to improve how you look?

Composition - Check all four corners of the frame - anything that doesn't need to be in there? Anything you could add to make the picture better?

Just do it!!! You can't get better at this until you get on and do it.



Done is better than perfect

Each step in this took
me AGES to learn. Take
once slide at a time.
Have a go at it, then
move on. Don't
overcomplicate things
or be a perfectionist!

Resources

- PDF of this presentation to download and keep
- 'The Ultimate Guide to Brand Photography in Edinburgh'
- 'How to Take Wall-worthy photos: 30 tips for novice photographers'
- A special discount valid for 24 hours

All of these resources can be found for free at

www.rebeccaHolmesphotography.com/networking



How I can help you

- Brand photography - create a set of professional images to use alongside your own (starter 1 hour packages and full-day packages available)
- Brand film - create an introductory film for your website and social media
- Visual identity review - I'll check over your visual brand/identity and make recommendations for how you can improve it
- Headshots!
- One-to-one photography and film training
- Beginners and intermediates photography courses
- Business mentoring

www.rebeccaholmesphotography.com



Stay in touch

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Questions?