



Forging a Robust Video Brand

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Speakers



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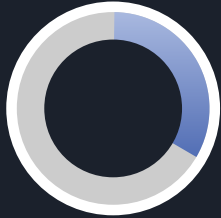
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Digital Content Producer
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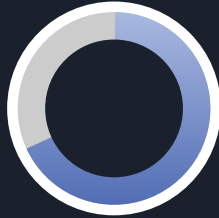
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Media Network*

Why Branding?

Main reasons we have started to focus on branding our video content.



CREATE RECOGNIZABLE
LOOK AND FEEL



MAKE VIDEOS PART OF YOUR
CONTENT FAMILY



BUILD A RELATIONSHIP WITH
YOUR VIEWERS



Branding Elements to Consider

From font to production techniques

- Typefaces
- Color schemes/palettes
- Lower thirds
- Bumpers/title screens
- Logo animation
- Music
- Camera angles/interview setup



Branding Case Study

Integrated Arts Research Initiative (IARI)





Branding Case Study — Graphic Elements

- Animated title sequence
- Utilizing existing IARI logo
- Uniform font
- Uniform color scheme

Select images courtesy of
Jose Beltran
Jonathan Hall
Keith Van de Riet

Original score by
Bryce Heesacker

Branding Case Study — Production Elements

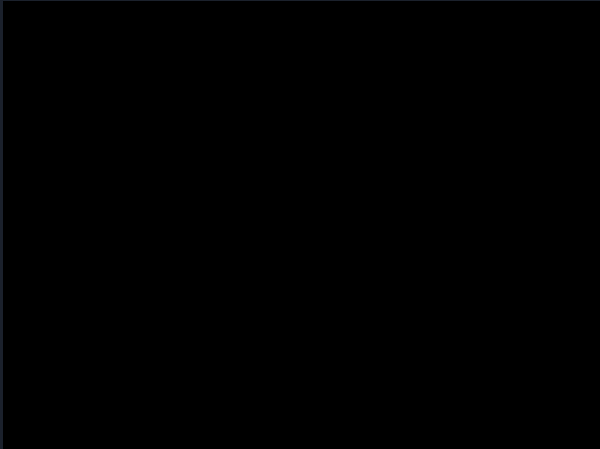
- Interview style/camera angles
- “Theme music” - plays during end credits
- Narrative structure
- Title animation “background chatter”



Camera A



Camera B



Branding Case Study — Lessons Learned

- **Successes**
 - Cohesive look and feel to each video
 - Improved average view duration
 - Utilized to communicate about the IARI program
 - Approval to produce more videos
- **Challenges**
 - Elements should be flexible
 - Allow yourself to change course
 - Never employ an element or style that makes the overall video less effective



Branding Background

- Branding rebirth in 2018, including all aspects of digital presence
- Balancing official State Department branding while still communicating impartiality
- Balancing stakeholder and visitor target audiences



Content Strategy

Develop criteria for who and what you will dedicate time to?

Why create content? (articles/videos...etc)

= to create interest

(views/audience/online presence) OR

= create support

(donors, partners)

- Prioritize creating content that fulfills 1 or both of the criteria above
 - Donor-oriented, profiles** = encourage/lure others



Video Filming

Collecting elements (filming)

- work your way backwards
 - Simplify & customize
 - What elements do I need to capture?
 - “Visuals I need to film?”

- Start with “Establishing Shot”



Video Editing

Think of end result first...

- Descriptive Video Content
- Goal = Landing page
- Mirror Transition to customer experience



Utilize online resources

Images & Audio to Compliment

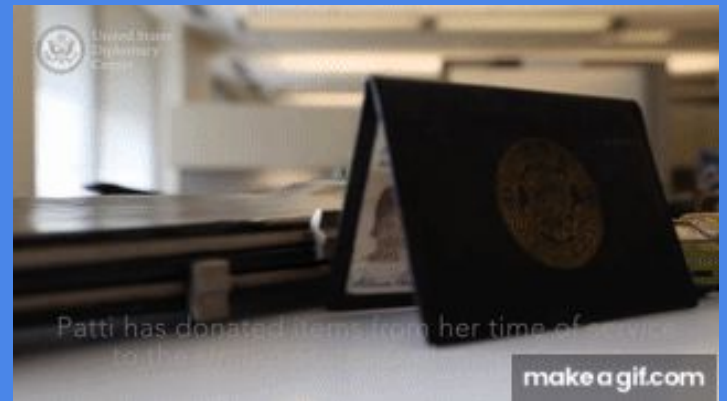
- Search for images using different criteria and using different browsers
- Use images and audio to immerse the viewer (*compliment your video*)
- Example: embassy over-run, student protests turned into “international melodrama”
- *Do the pictures convey what the audio/speaker is saying?*



Anticipate AND React

Have a plan but also be ready to adapt

- anticipate and react while filming
 - i.e. emotion = close-up...
 - i.e. filming in park = filming ppl walking by
- visual elements will aid conveying to viewer the story's message/mood and do what words/(a-roll) cannot do or is not needed to
 - i.e. pan across
- logo opacity





Branding Resources

- [MotionArray](#)
 - Subscription-based site with endless templates for Adobe Premiere, After Effects and more
 - Easy to customize/alter to fit your needs
- [AudioBlocks](#)
 - Affordable subscription site for royalty-free music, loops and sound effects
- [YouTube audio library](#)
 - Free, royalty-free music
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