

Video Pitching Toolkit

3 Chapter

director

entrepreneur

cameraman



ON AIR



production house

Video pitching

My pitching video





Development

Determine what your goal is for the video. What is it that you really want to achieve? Are you aiming for international markets? Are you trying to find a new audience for your product? Is there a video for an already-existing customer base or for a new one? What is your target group and what do they want to see?

Start brainstorming and throwing ideas around for the content of the video. What style will it be? Will there people in the video or will you show only products? Is it animated, or will the video be shot at the office of your company? These are one of the many questions that you need to answer before you can start developing your pitch.



2 Pre-production

In this step, you will write the script of your pitching video. If you already have the pitch, you are already halfway to pre-production. Now you are ready to choose the video production company from Creative Momentum production company pool/panel and start planning the real production with the professional video maker.



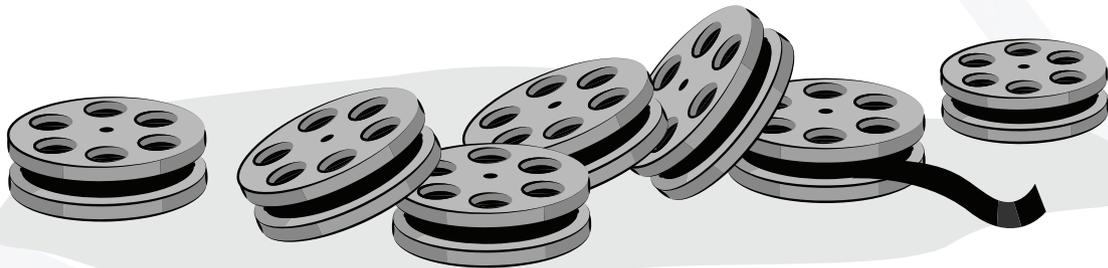
ON AIR



3

Production

Is the part where the actual filming of video happens. Rehearse your speech carefully. Development and pre-production makes the filming process agile. Remember to keep your mind open for the tips and advises from the director of the video as they are professionals in what they do. You can help the production by just being well prepared and open minded to changes. Be ready to make compromises for your script and speech and if you have made your stages before good, the changes will not be a problem.



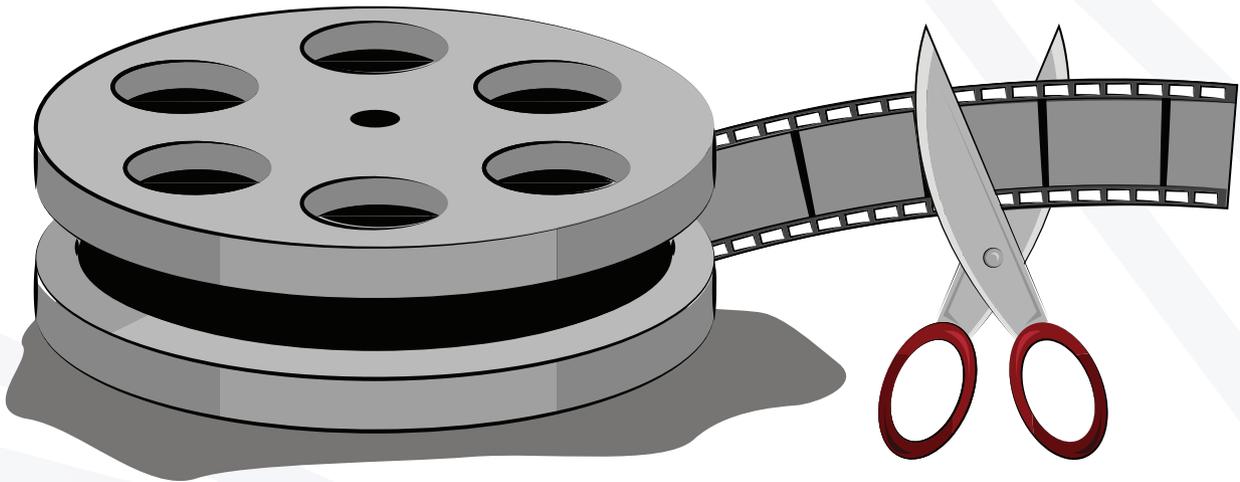
A stylized illustration of a studio set. In the center is a tall, white, cylindrical pillar on a white circular base. To the left and right of the pillar are two black director's chairs. The backrest of the chair on the left is labeled 'entrepreneur' and the backrest of the chair on the right is labeled 'production company'. In the background, there is a brown wall with a large white rectangular area containing a faint circular logo. The floor is a dark grey color.

entrepreneur

production
company

4 Post-production

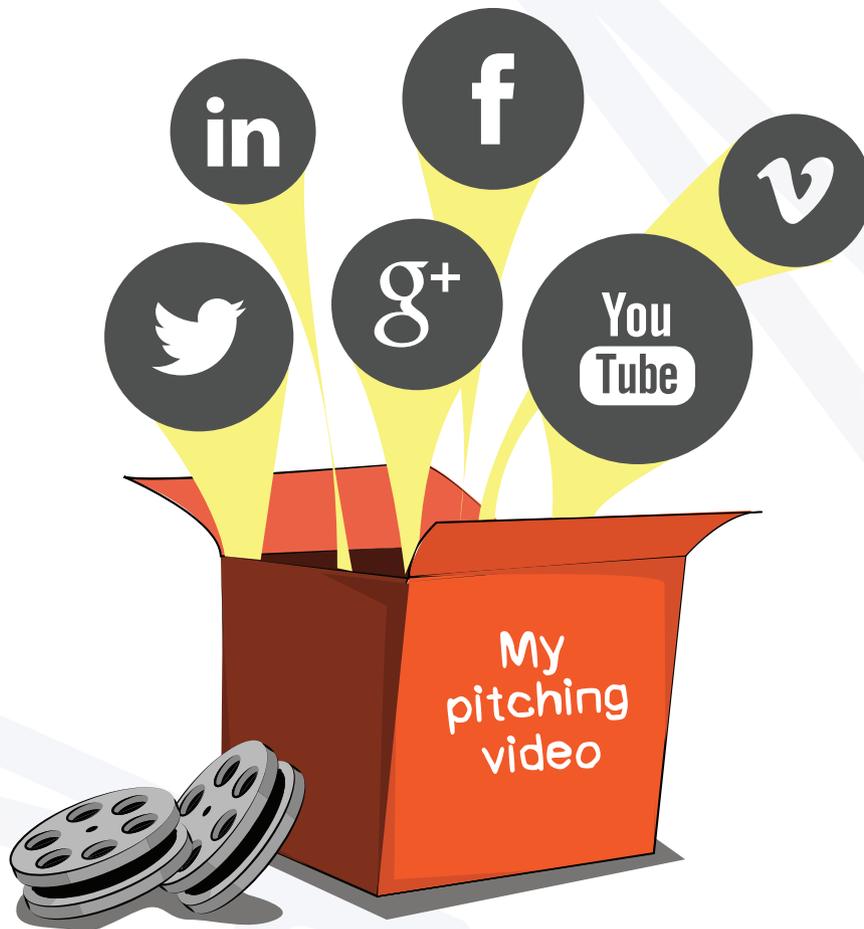
After the filming, the video production company will edit and cut your video and build it from the filmed material. They add music, texts and use their professional creativity for making a high quality pitching video for you.





5 Distribution

of the final product. When your product is ready, you can show it to the whole world. Remember to put in your social media channels and take all the benefit you can from it.



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where will it be
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Interview with Antti Sipilä

CEO of OneMinStory video company which makes short pitch commercial videos for their clients. OneMinStory is a successful company and they have extensive experience in short and cost effective video productions.

Q: What does making a pitching video require from the entrepreneur beforehand?

A: Of course, first of all, the will to make a pitch. And also, to think about the objective concerning what they want to reach by pitching. That leads to the goal of finding the target group. Which target group is the one that they want to pitch to and the effect that they want to create for them. I think that it is important to think about the target group. What kind of people are they really? It is good to imagine and create a prototype of the audience because that is something that we do as video-makers and most marketers do, imagining the audience and connecting to their emotions.

Q: As a video production company entrepreneur, what do you need to know about the client before you can start working together?

A: We want and need to know the market they are on right now. What they are trying to achieve and what kind of move they are willing to make in their market field. What is it that they want to do in the marketplace

with a video. It's always interesting and challenging when clients want to create new markets or a wider already existing target group. It is interesting for me to be part of that process to be of help because that goal is where companies most need the video.

Q: Has it become more common to make video commercials or pitching videos?

A: In general, people would like to have videos more and, of course, the marketing hype of video supports that, but still video is actually quite new for many people working in companies. There is a threshold for ordering a video; one is related to cost and one is that it is so new and it is kind of an "uncertain" way for doing marketing or some risks are involved in their opinion. There is an image of a high cost, and sometimes it is true with some marketing corporations. It's taking time for video to become a normal thing. It is always a kind of event for companies when they order a video for their new product or service.



OneMinStory

Q: How do you see the process of making a pitching video?

A: There is a kind of normal path for making a video. First, we talk on the phone or meet with a client and talk about the general thoughts and ideas about what they want to achieve.

The first thought is about the concept of the video and brainstorming the idea. I personally think that the bigger group is the one that throws ideas about for a video script and story and it works better than just one person leading it all. Later, it's better, but in the beginning there are more ideas to be found from a crowd. It is inspiring to involve workers also to come along to a commercial or pitching video.

After that, we offer the first idea of the video and talk about how much it will cost - now we have the shared idea of what we are going to do and now they can make the decision. After this, we go to planning. Planning we do with cooperation with the customer and we use this kind of planning tool and it shows in real time where we are with the planning and customers can see the team, etc.

The objective is to plan first in shared ways, so the customer and our team is together doing it so the vision is clear for both sides of production.

Q: Could you tell any typical challenges making a pitching video?

A: Typical challenges are that planning on the video is taken a lot of energy and time from the customer. Before our planning tool it took so much time when we needed to meet face to face and send many emails. By way of a good connection and planning tool we can plan, for example three short videos almost in the same time it takes for one.

Q: How does a pitching video differ from a traditional commercial video?

A: Different to a pitching video, let's say a promotional video: I'd say with the existing product it takes some sort of new approach to tell a new story of a new product or add something new like a feeling or so in that sense, there are some similarities. Pitching a new product, well it's a different thing of course because you are also presenting yourself, to a new entity customer base.

Pitching videos are cost effective. Even more than a pitch for a live audience because you can give to the audience that content of your business that you really want.

Antti Sipiläs two bits of advice for a creative entrepreneur doing a pitching video.

1. Think about your target group and think about ways of representing the video to the audience. Visualise people in your mind and get to know them. Then you can point your message efficiently to them.
2. Truth is very trendy and being truthful and of course choosing the truths you want to go with are golden. People and your audience will like it when you're truthful and you are honest about your brand. And that is actually the spirit of what you are and what you are doing, remember to bring it out.



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