

How to Film Yourself and Your Business at Home

Thank you for agreeing to take part in the next video for the 'Time to...' campaign!

We are producing a user-generated video to highlight to consumers that we are a perfect place for a UK Staycation break. This is where you come in! We need you to film and submit to us some clips of you telling visitors all the reasons why!

The script will be improvised by YOU! We have an inspirational monologue at the start of the film that will then transition into plenty of you saying specific things related to your business. Always use "our" or "the" before stating your reason. Here are a few examples for you.

If you're an activity provider you might say things like..."Our gritstone edges", "The heights", "Our natural landscapes", "The bridleways" etc.

If you're an accommodation provider you might say things like..."The comfort", "Our rooms with a view", "Our warm welcome", "The cosy nights in" etc.

If you're an attraction you might say something like... "Our friendly guides", "The memorable experience", "Our unique day out" etc.

Be very specific to your business! What are your USPs? What do you list on your website? Tell us in the videos and ideally show us as well!

Below is some guidance on things to film, but before then...we need some b-roll! B-roll is the extra footage captured to enrich our story and to have greater flexibility when editing. Instead of featuring only talking heads on the video, we want to have other images we can cut away to that will add dimension to our message.

Point 5 of this filming guide gives you some ideas of what you can film in order to help us populate the video.

We are looking for a minimum of 5 and a maximum of 10 (for editing purposes) clips of you and your business. When you are deciding which videos to send, send the ones that make you laugh and smile the most...as these are likely to be the best ones. Please send them in their most raw version; no filters, no cropping, no editing. We can edit out any bloopers!

*The deadline for submitting your videos to us is **11am on Monday 27th July**. Please bear in mind the weather forecasts when preparing to film!*

Check out these best practices for capturing great video using your smartphone...

1. BEFORE you press RECORD:

- Wipe off your phone's lens to remove any dirt, smudges or particles
- Put your phone into Airplane mode to avoid interruptions and Notification distractions
- Keep it stable. If possible, use a phone tripod or prop the phone on a stationary surface
- Think cinematically and film horizontally (in landscape)
- For the best quality footage, either shoot 1080p or 4k

2. Paint yourself in good LIGHT:

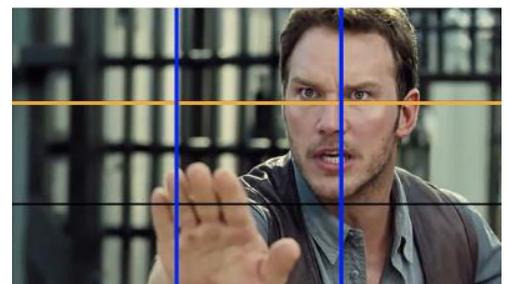
- Use natural light whenever possible. Tilt toward - but do not face directly - the sun
- Avoid harsh overhead light at all costs!
- Beware of shadows, especially on your face, when setting up your angle
- Beware: Backlighting can make faces hard to see and unflattering for silhouettes
- Keep shots visually interesting by adding depth to the lens and varying placement
- Please remove hats/sunglasses etc.

3. Can you HEAR me?:

- Find your phone's mic and make sure you're not covering it up with your hand or clothing
- Get as close to the mic as possible. Audio quality drops drastically with distance
- Reduce background noise. (Shut off the air/heater, close windows, turn off music, etc.)
- If you have an external USB mic for better sound quality - use it!
- If recording audio separately, please do a loud, clear CLAP *in vision* so our editor can sync up the visual and the audio recordings together

4. And... ACTION!

- On camera, keep your eyes in the top third of the video, around the orange line. (See illustration of Chris Pratt to the right.)
- Look at the *camera lens* on the phone. Not at yourself. (If you look at yourself, it will seem as if you're looking off camera in the video.)
- Imagine the lens is your best friend and most importantly... have fun with it!



5. What to film...

Here are some suggestions of things to film as part of this video. The suggestions in blue are script lines, the suggestions in red are just shots for us to include as b-roll. Do not worry about the footage not looking 'professional' – the more human it is, the better! If you're spending too much time getting the perfect "cut" chances are it won't be used. We want humour, we want real life, we want behind the scenes footage...

- "Our warm welcome!"
 - "The beer!"
 - "Our animals!"
 - "The walking trails!"
 - "The views!"
 - "The cosy rooms!"
 - "The pub grub!"
 - "Our friendly locals!"
 - "The local produce!"
 - "The big breakfasts!"
 - "Our heritage!"
 - "Our gin!"
 - The possibilities are endless!
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- flipping the "closed" to "open" sign on shop fronts or windows
 - writing the menu of the day on a chalkboard
 - showing off the landscape around your business
 - staff having fun setting up for the day
 - putting out the deckchairs
 - baking scones or sweet treats
 - ideas of footage specific to your business or organisation are welcomed!
 - warm, friendly faces looking straight on at the camera and smiling or laughing
 - people in the process of undertaking tasks at your business
 - capturing real and authentic reactions
 - handing a cup of tea or a pint towards the camera
 - celebratory fist, a welcome arm pointing into store, a little celebratory jig.
 - anything your business has put in place for safety of guests

6. After you have filmed yourself...

- Title your files with...
(YOURBUSINESSNAME)_TIMETOCAMPAIGN.
- Send your files to us via wetransfer or dropbox using
danielle.sorsby@marketingpdd.com as the contact.
- Send an email to danielle.sorsby@marketingpdd.com to let us know the clips are on the way!
- Fill in the model release form, location release form and disclaimer that will be sent to you in due course and return to the team.

Thank you!