Here is a handy list of tips for filming an online video advert

1. **Branding:** include your brand, packaging or logo throughout the advert to aid recall.

2. **Player size:** the vast majority of online video is viewed in a smaller player, so make sure text is readable and that you use shots that don't look cluttered in a smaller viewing space. We can give you options on players from the start.

3. **Get creative and entertain:** video is about entertainment. You may not think you have much time in a 30 second advert but that's plenty of time to entertain.

4. **Sound:** in video players the sound will be on automatically when someone clicks to view a video. Sound effects and music can make or break your advert… we only will work with original composed music and never library music.

5. **Interaction:** if you want people to interact with your advert make sure the ad includes scenes that show what you want people to click on (e.g. your product), allowing enough time for them to do this. You can include multiple scenes to really show off your product, but you'll need to plan for this.

6. **Actors:** if you're using them, don't skimp on talent. Watch previous work by professional actors and get multiple opinions to make sure they're suitable.

7. **Pacing:** use lots of short clips to give the impression of a fast paced scene. For slow paced ads, use few fewer, longer clips.

8. **Call to action:** if you want people to do something, make it obvious, simple and eye catching. Use graphics that stand out against the video clip.

9. **Engagement:** online viewers can lose interest quickly. Entertain, engage and make sure your message is delivered quickly and clearly to a relevant audience.

10. **Cut cost, not quality:** just because you are online doesn't mean you can cut production quality, but given the reduced screen size there are tricks of the camera to reduce cost. E.g. to show a crowd at a concert you just need the crowd, you don't need to hire the O2 arena!