Brand awareness

Examples of types of video

Project interviews

• What will be the outcomes – researcher
• What was discussed? What was said?
• What was concluded? What are the solutions?
• What is the problem? What does it look like?

Project demonstrations

• The aims and objectives – what you are seeking to address
• What is the project about?

Animation

• Imagine this scenario in animation – what does it look like?
• What is the problem? What does it look like?
• What is the solution? What does it look like?

Project workshop

• Why did you come? What is your expertise?
• What should be done – different possible answers to the right questions to tell that story.
• What's been done about it before – public's reaction, research, data?

Project round table

• Why did you come? What is your expertise?
• What's been done about it before – public's reaction, research, data?
• What is the problem? What does it look like?

Aims and objectives

- the research investigating one topic, that runs to the 15-minute mark, is a very different proposition to the presentation最长的research video.

Brand awareness

One of the most effective communications tools you can use to get your message across is video. Video can convey a great deal of information in a very short space of time and it's also the case that video is recalled more easily, with viewers able to retain that immediate attention. Studies suggest that if you haven't captured a visitor's interest within the first five seconds, you will lose them. It is estimated that, if you are watching a video, you are likely to absorb up to 60 per cent of the content, compared to 10 per cent if you are reading the same information. Video is a very effective way to introduce a theme or concept and video is a very effective way to introduce a theme or concept. When introducing your project to the world, remember to keep it short and simple. You can follow the simple guide to making a research video.