

# Advertiser's Secrets to Create Compelling Learning Videos

#1 Video Concept = Idea/Story Your Video is Based On



WHAT

*Creative transformation of the learning purpose into an executional idea*



PURPOSE

*Brings the learning points to life so they're memorable and change behaviour*

## What Makes a Good Video Concept



**About the Learning Purpose** - Must be focused on the topic

**Heart or Mind Opening** - Makes you think about the topic in a new and more motivational way



**Meaningful to Participants** - Based on your audience analysis

**Distinctive** - Unique from other executions so it's memorable



#2 Drama = Focus of the Video



WHAT

*The memorable action that happens in your video*



PURPOSE

*Capture, sustain, and reward the audience's attention while bringing the learning to life*

## What Makes Good Video Drama



**The Learning Purpose is Dramatized**

**No Drama Over-Use** - If participants don't remember the message or take away the learning point, the drama is NOT good



**Message Visualization** - Each image and interaction is carefully designed to convey the needed message so:

- The video/audio/text length can be reduced
- The message "sticks" with the learner
- The learner can understand faster