## Advertiser's Secrets to Create Compelling Learning Videos

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



Creative transformation of the learning purpose into an executional idea



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

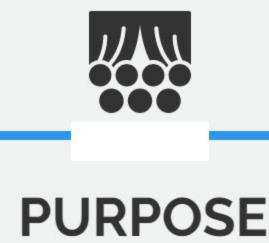
Distinctive - Unique from other executions so it's memorable



#2 Drama = Focus of the Video

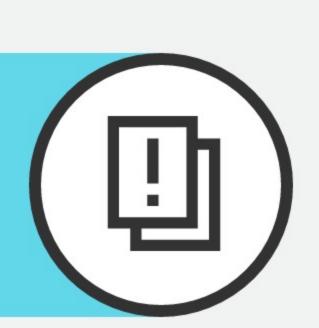


The memorable action that happens in your video



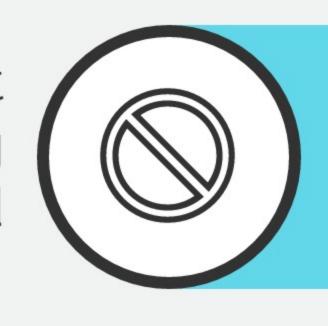
Capture, sustain, and reward the audience's attention while bringing the learning to life

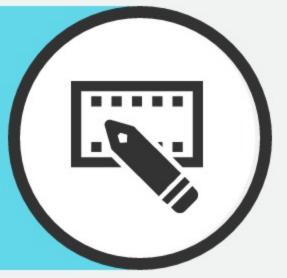
## What Makes Good Video Drama



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

