

How to produce a marketing video for a brand

 By [Lungile Mayindi](#)

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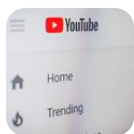
As a film and TV creative professional, I've picked up a few tricks on how to make a marketing video for a brand. Let's get into it.



Image credit: Tyler Casey on Unsplash.

If you're planning to make a marketing video for a brand or just a brand video, there are a few things that you need to think about before you make the video.

First thing you need to find out: What are the unique selling points of that video? What are the main communication points that you want to communicate through the video?



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Brand tone and personality

After you've figured out what the unique selling points are, you need to define or even speak to your clients or think about what the brand tone is what the brand personal personality is. We know that Under Armour and Nike are both sports brands, but do they post the same? Would it be the same? How different would it be? Think about that.



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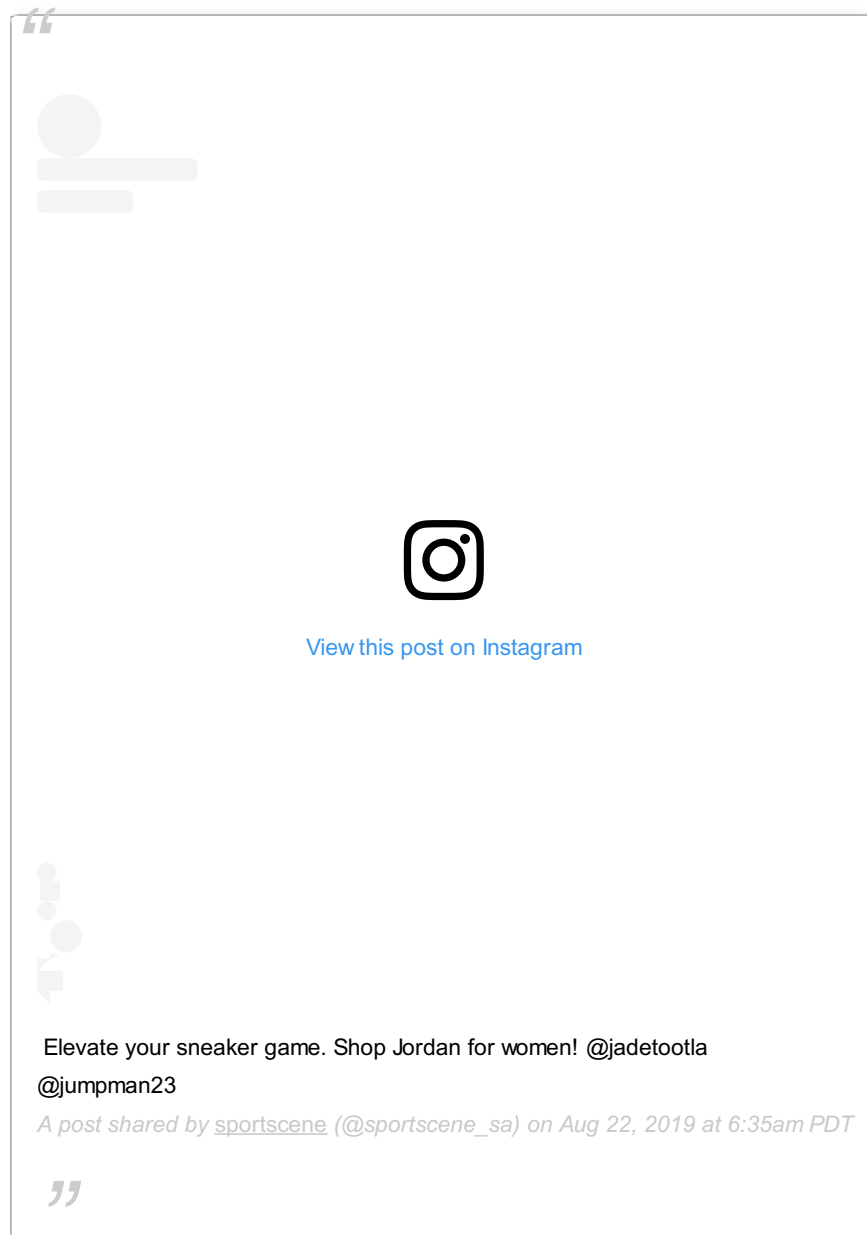


What is the brand personality of that brand you're trying to make a video for? Is it funny? Is it serious? Is it light-hearted? Is it sarcastic? Those are the things you think about.

What's the brand personality that informs the tone of the video?

Target market

The next thing is the target market for this video. Let's say your product is for teenagers, the voice and the tone of the video will be different when it speaks to teenagers in comparison to the tone for older people.



You need to know who your target market is. You know who you're selling to what you're trying to sell. This informs everything in the video – from the concept to the script. These are the most important things that you need to think about when you're about to produce or make a marketing video for a brand.

Once you've figured out all these things, you can come up with a concept.

Execution

Sometimes it's very boring to just say 'we have this new product, you can do this, get this now.' It's a lazy way of thinking, a lazy way of producing and marketing videos. You have to be creative.

If you are making a brand video for teenagers, you have to consider the language they speak, the slang they use and other cultural and generational aspects. That's when you use your creativity to try and communicate with them in the way they would understand.

It has to be exciting, it has to grab them in the first four to ten seconds, make them feel something.



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Think about how you are going to communicate these unique selling points. Is it a voice-over? If so, is it a female or male voice-over? What is the voice of the brand?

You can use all these things to brainstorm. What is the most effective way to communicate these selling points and hook the target markets so that they can watch and engage with the video and feel something?

Marketing videos like mini ads. Some have big budgets, some have low budgets, but these are just the basics of creating a marketing video.

ABOUT LUNGILE MAYINDI

Lungile Mayindi is a seasoned expert in advertising and production with over 10 years of experience in film and TV and advertising industries.

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