



OUR 23 VIDEO ATTRIBUTES PERFORMANCE EVALUATOR™

WHAT CAN A GREAT VIDEO DO FOR YOU?

Created By: Ron Strobel, THE Steven Spielberg of Corporate Filmmaking

We developed this list of attributes so that our clients may subjectively evaluate the performance of a past video project, or develop a set of realistic goals for a future production. Video technology is fundamentally changing the rules of the game. A properly executed corporate film can provide some or all of the following benefits.

Check the boxes if your current or future video project adheres to the following scenarios.

A great video should:

- Be an entertaining execution of your focused offer or story
- Speak directly to the decision-maker
- Deliver a compelling message platform
- Create differentiation that people readily grasp
- Dramatically "connect your dots"
- Clearly demonstrate your core competencies
- Communicate your offer in a logical, repeatable, commonsense way
- Make everything understandable through simple demonstrations
- Bring your entire world into your prospect's world
- Make a great second impression
- Make your company memorable instead of forgettable
- Make your company remarkable instead of invisible
- Allow your prospects to see and hear from your actual clients
- Allow prospects to see your facility and/or process

- Move people to take action or a defined next step
- Create a "tipping point" conversation
- Build a case for a mutually beneficial, empathetic relationship
- Clarify any confusion for your audience
- Provide a narrative arc drawing ideas together
- Transform information into usable knowledge
- Be innovative, indispensable and inspirational
- Represent pure seduction
- Have a shelf life of at least two years

If you can put a check in front of more than half of the scenarios then you have a great show!

Our experience indicates that people do not always make decisions logically; instead, decisions can be reached quickly based on emotional connections. Great corporate filmmaking can significantly influence this process.

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