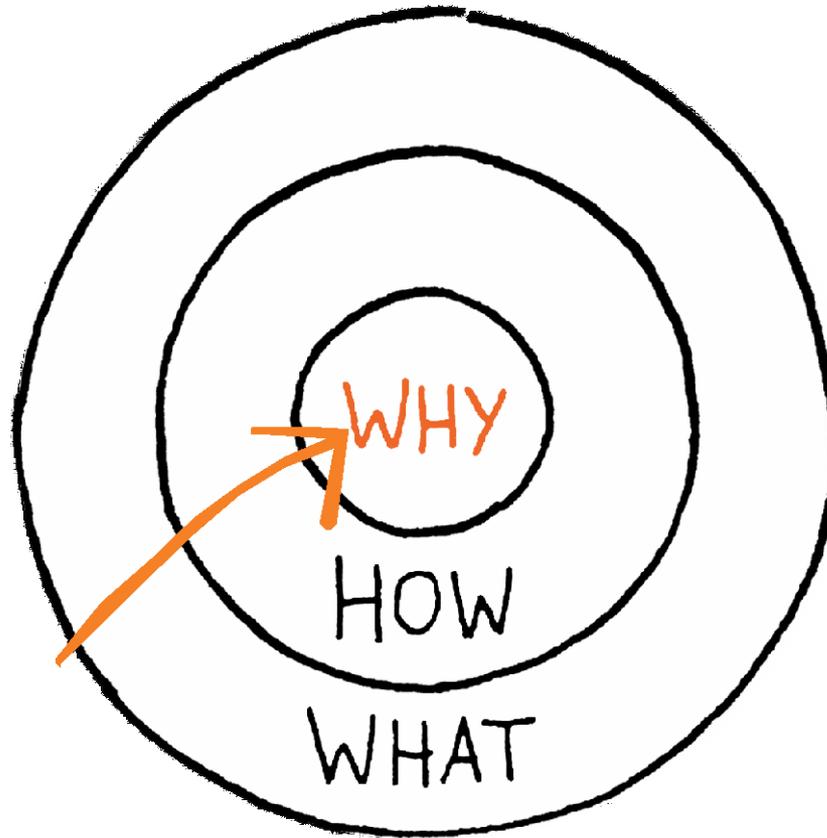


The Compelling WHY of Web Video

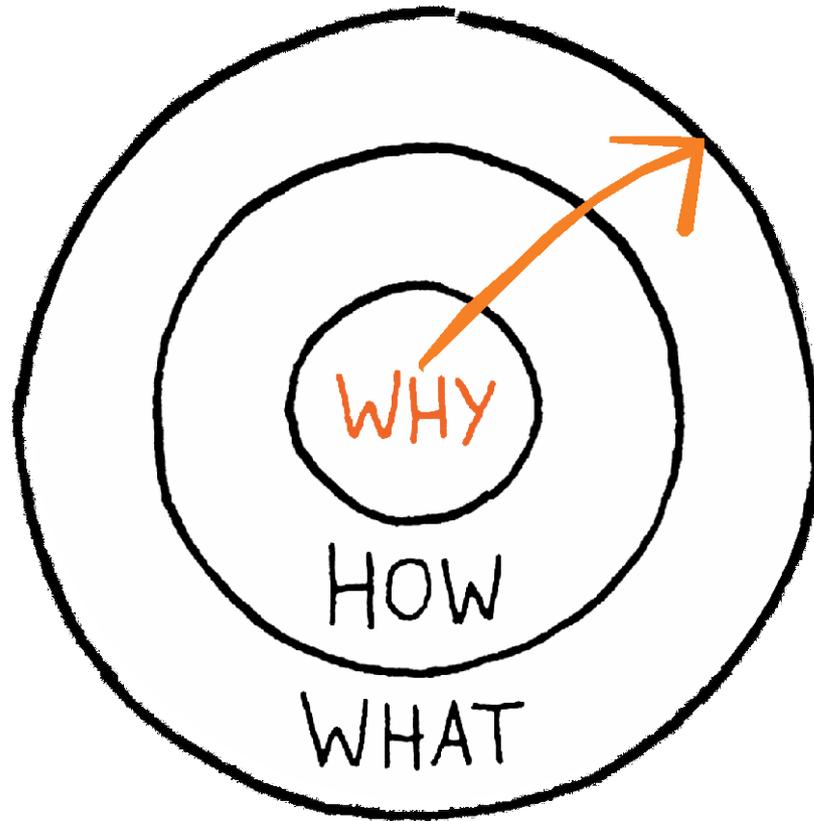
Marcel Just, Director of the Center for Cognitive Brain Imaging at Carnegie Mellon University

Processing print isn't something the human brain was built for. The printed word is a human artifact. It's very convenient and it's worked very well for us for 5,000 years, but it's an invention of human beings. By contrast Mother Nature has built into our brain our ability to see the visual world and interpret it. Even the spoken language is much more a given biologically than reading written language.

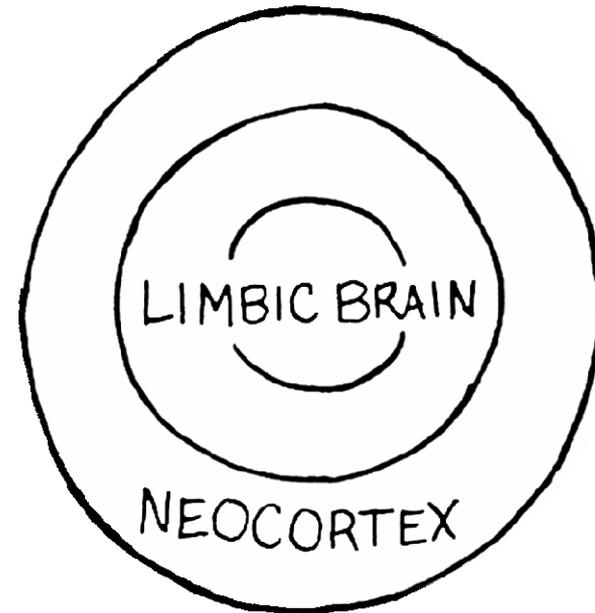
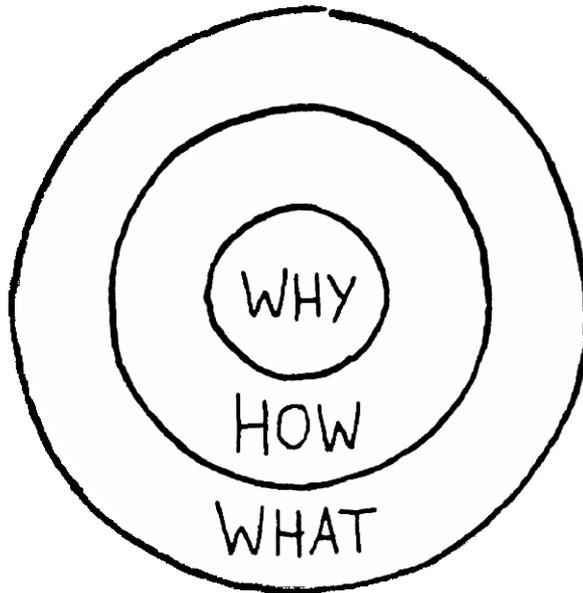
The Golden Circle



The Golden Circle



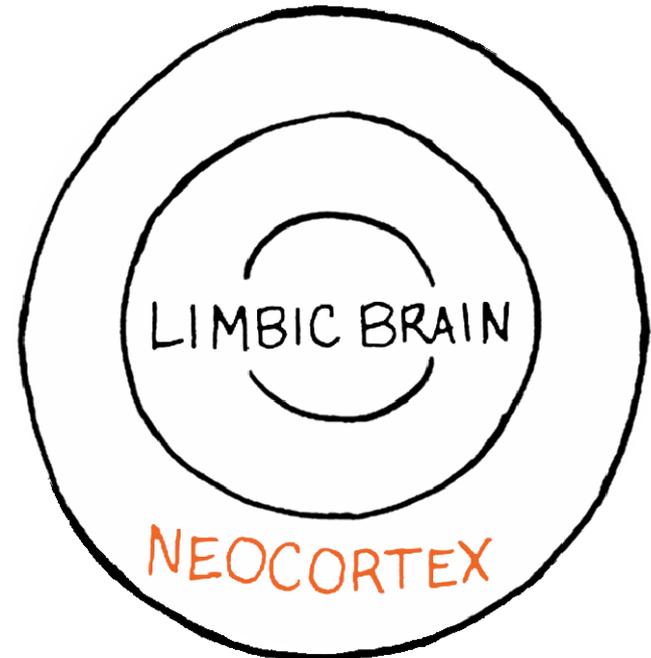
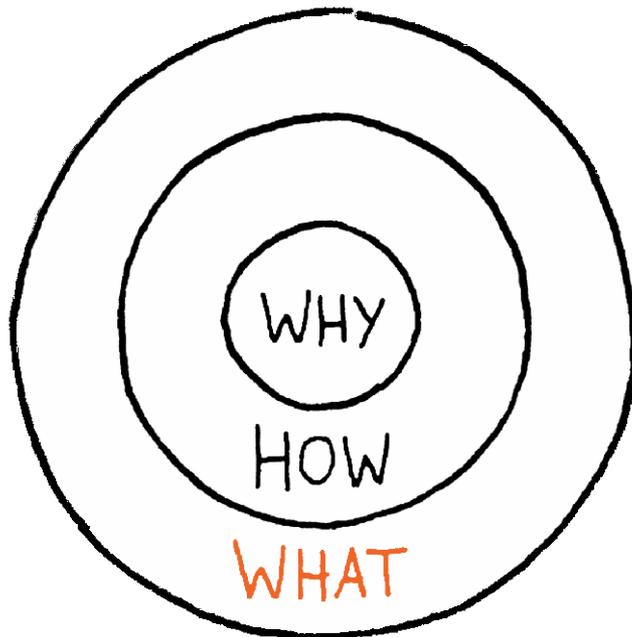
The Golden Circle + Human Brain



The Golden Circle + Human Brain

NEOCORTEX

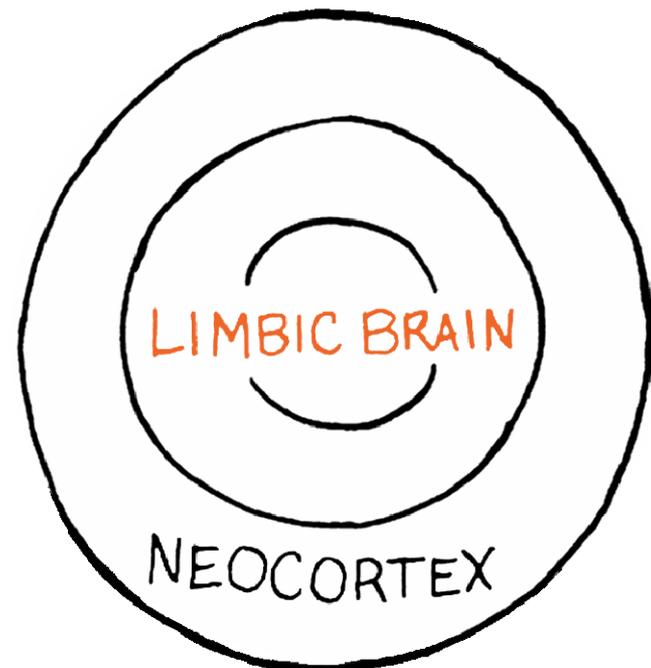
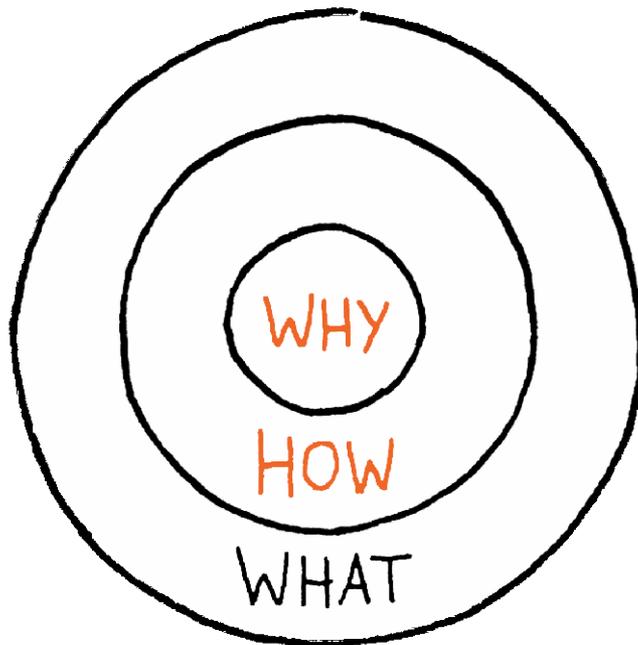
- Rational and Analytical Thinking
- Language



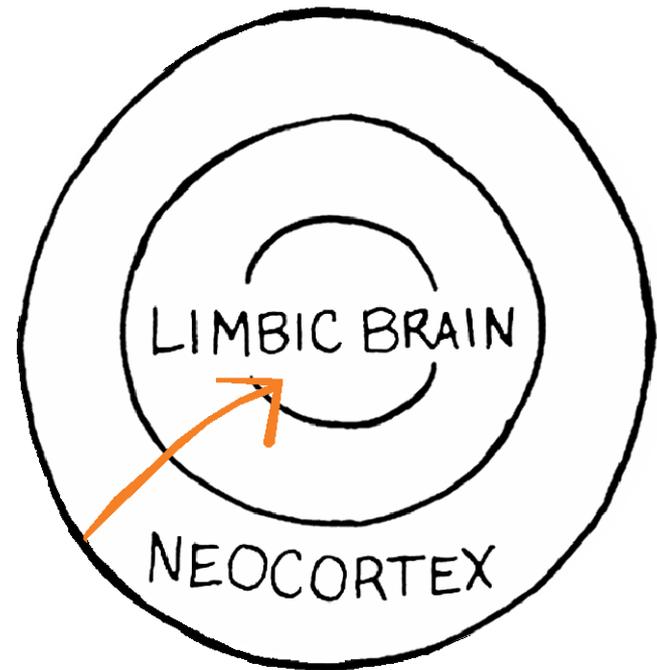
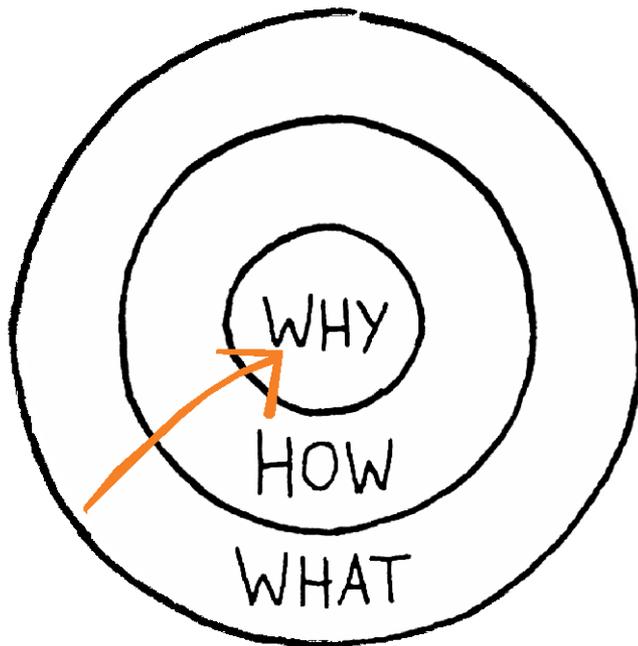
The Golden Circle + Human Brain

LIMBIC BRAIN

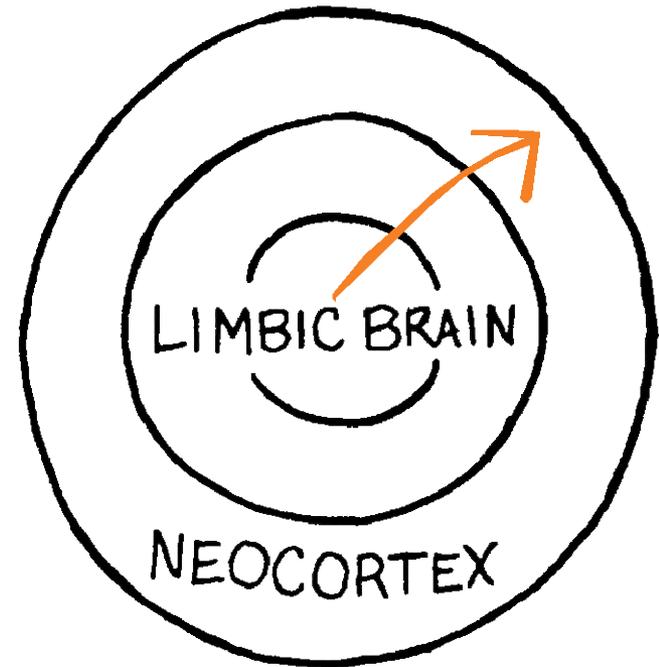
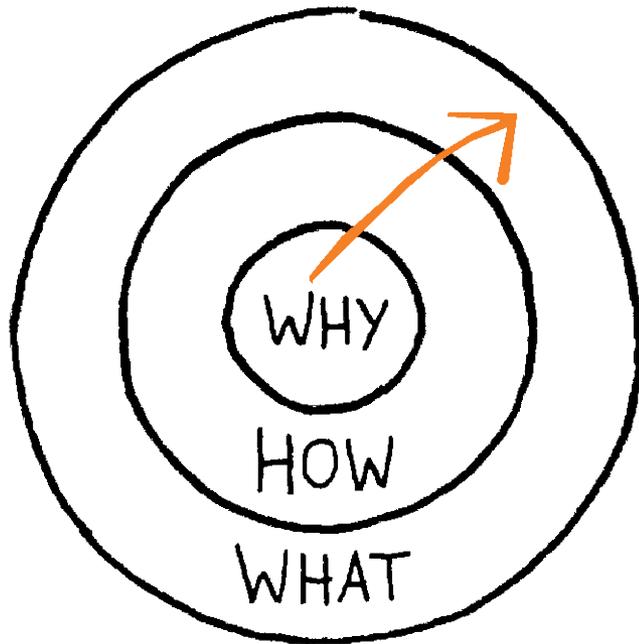
- All of our feelings, like trust and loyalty
- All human behavior and decision-making
- No capacity for language



The Golden Circle + Human Brain



The Golden Circle + Human Brain



Types of Videos

Ads (pre-roll) / Entertainment

Background

Educational

Explainer

Tours

Product Promo

Product Demo

Testimonial

Training

Best Practices:

- Place above the fold
- Add relevant metadata
- Mix up length
- Embed from YouTube Channel
- No autoplay
- Include Call to Action

Can I shoot it myself?

- Use tripod
- Lighting to minimize shadows
- Mic for audio
- Edit: Final Cut, Adobe Premiere, iMovie



Thank you!

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