



I HUMANOID

— *THE POWER OF VIDEO* —

Post-COVID **Video Strategy** Solutions



ARE YOU READY TO RELAUNCH?

Businesses should already be laying the groundwork for a safe return to operations in the post-COVID world.

With online engagement changing so rapidly, it's more crucial than ever to engage with customers and share your message.

Can video be the solution?



YES!

It's no coincidence that video consumption is growing during the crisis and is likely to continue after COVID 19*



Videos are Engaging



Videos Generate Leads



Videos Get Results



SO WHAT'S NEXT?

As we prepare for the new 'normal', you'll need to update your audience on any special measures you're taking in order to reopen for business, and how you intend to keep employees and customers safe.

If you've introduced new guidelines, or have an inspiring story to tell, video is the perfect way to communicate your message.

We're sharing a few ideas to help you communicate the latest messaging through video.

GET EVERYONE ON THE SAME PAGE

Communicating with your workforce is vital. Now more than ever, your staff will expect to be regularly updated on the future direction of your business.

Videos break down internal barriers as they speak to your organisation at all levels. Internal updates can be used to **motivate** teams, **maintain morale** and help your wider organisation **work together** toward shared aims and objectives.

They may use a mixture of **interviews, footage** captured from across the business, and **graphics or animations**.



UPDATE WITH ANIMATION

Nothing holds your audience's attention more than **high-impact motion graphics**.

Right now your audience is being deluged with more information than they can digest. Animation is a great way to break through the noise and demonstrate how your business is handling the crisis.

This could include simple **explainer videos**, **safety regulation animations**, or **snappy animated typography** statements.





SHOWCASE PRODUCTS VIRTUALLY

You might think **promoting a product** would be impossible during this pandemic, but there is a solution! 3D visualisation is the perfect alternative.

3D can highlight all aspects of a product – from close-ups and animated cutaways to wide angle “**product hero**” shots conveying its full size and scale.



BRING YOUR CAD DRAWINGS TO LIFE

CAD drawings can be a great resource for video and can be presented as photorealistic footage, animated to demonstrate features and benefits, or professionally stylised with wireframes, blueprints and other graphic overlays.

Send us your designs and we'll deliver a 3D CG rendering, viewable from any angle.

SAFETY FIRST!

We've developed a **robust social distancing policy** so we can continue rolling cameras.

So whether you need to brief your team on new safety procedures, or to show your customers that you've safely resumed operations, video is a great way to **reach out to the people who matter to you.**



AERIAL VIDEO

'The ultimate social distancing video solution'

Whether you need to showcase the **size & scale** of your operation or capture high angle shots of a construction site, drone technology lets you share **bird's eye footage** that will simply wow your audience.





TAKE A VIRTUAL TOUR

If you're not quite ready to reopen your doors, why not take your facilities to your customers?

360 video combines perfectly with other video assets and images to create an **interactive journey** through a factory, office space or public attraction.



STREAM YOUR EVENTS LIVE

Got a talk or event on the calendar? Don't cancel just yet! Why not host a **multi-camera live stream?**

This **highly interactive solution** is ideal for connecting people and continuing education while remaining apart.

THINK AHEAD

The traditional model of advertising is changing. Brands need to think differently about how they address their audience.

This is a great opportunity to work on your business and develop a **solid strategy** for long term brand growth to help motivate your target market.

Humanoid are offering a **free, no-obligation** video content strategy consultation until **01/11/2020**.

GET IN TOUCH TODAY



WHAT ARE YOU WAITING FOR?



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