

# BRAINSTORM your video ideas



Once you've created an editorial calendar pick one of your initiatives and write down a video concept that you think could achieve your brand's objectives.

**Working Title:**

**Elevator pitch:**

**Classify the content:** Based on the resources available and the brand objectives you've set, how would you classify this strategy within the Hero, Hub, Help Framework?

## HERO

This is typically awareness or launch-based content designed to **push** key messages to a broad audience.

## HUB

This is typically **multi-part** content designed to drive an increased frequency of engagement from a specific target audience.

## HELP

This is typically evergreen content designed to **pull** in users who are searching for your category or brand.

# TRANSLATE your creative idea



YouTube is not a one-size-fits-all canvass. Can you rethink your creative concept to take advantage of the different types of formats and viewing behaviors that happen on the platform?

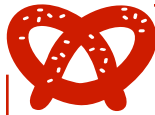
**Creative Idea:** (1-2 line summary of campaign idea and rationale)

**Essential Elements:** (What needs to be in any version of the campaign to ensure your goals are met)



## Meals:

What would the long-form version of this creative strategy look like? If the consumer wanted more what would you give them?



## Snacks:

What does a 15s pre-roll version of this idea look like?



## Bites:

How can you communicate your creative strategy in six seconds or less?

# BUILD your winning format



**TITLE** |

**CONCEPT** |

**TARGET AUDIENCE** |

**FREQUENCY** |

\_\_\_\_\_ videos per  day  week  month

**WHO WILL PRODUCE** |

**SAMPLE EPISODE** |

**SUBJECT**

**ACTION**

**SURPRISE**

# DISCOVER the question your brand can answer



**LIST** 3-5 consumer search queries you think your brand has the right (and desire) to answer with video?

1

2

3

4

5



**WHO** is answering these questions now?

**WHAT** do you notice about the most viewed videos?



**HOW** do you think your brand can provide value on top of current answers?

# ORGANIZE your editorial calendar



Spend some time mapping out the various activations on your marketing calendar where you think video can play a helpful role.

*Jan*

*Feb*

*Mar*

*Apr*

*May*

*Jun*

*Jul*

*Aug*

*Sep*

*Oct*

*Nov*

*Dec*

**UPPER  
FUNNEL**

**MIDDLE  
FUNNEL**

**LOWER  
FUNNEL**