BCG BOSTON CONSULTING GROUP

b@s videochallenge
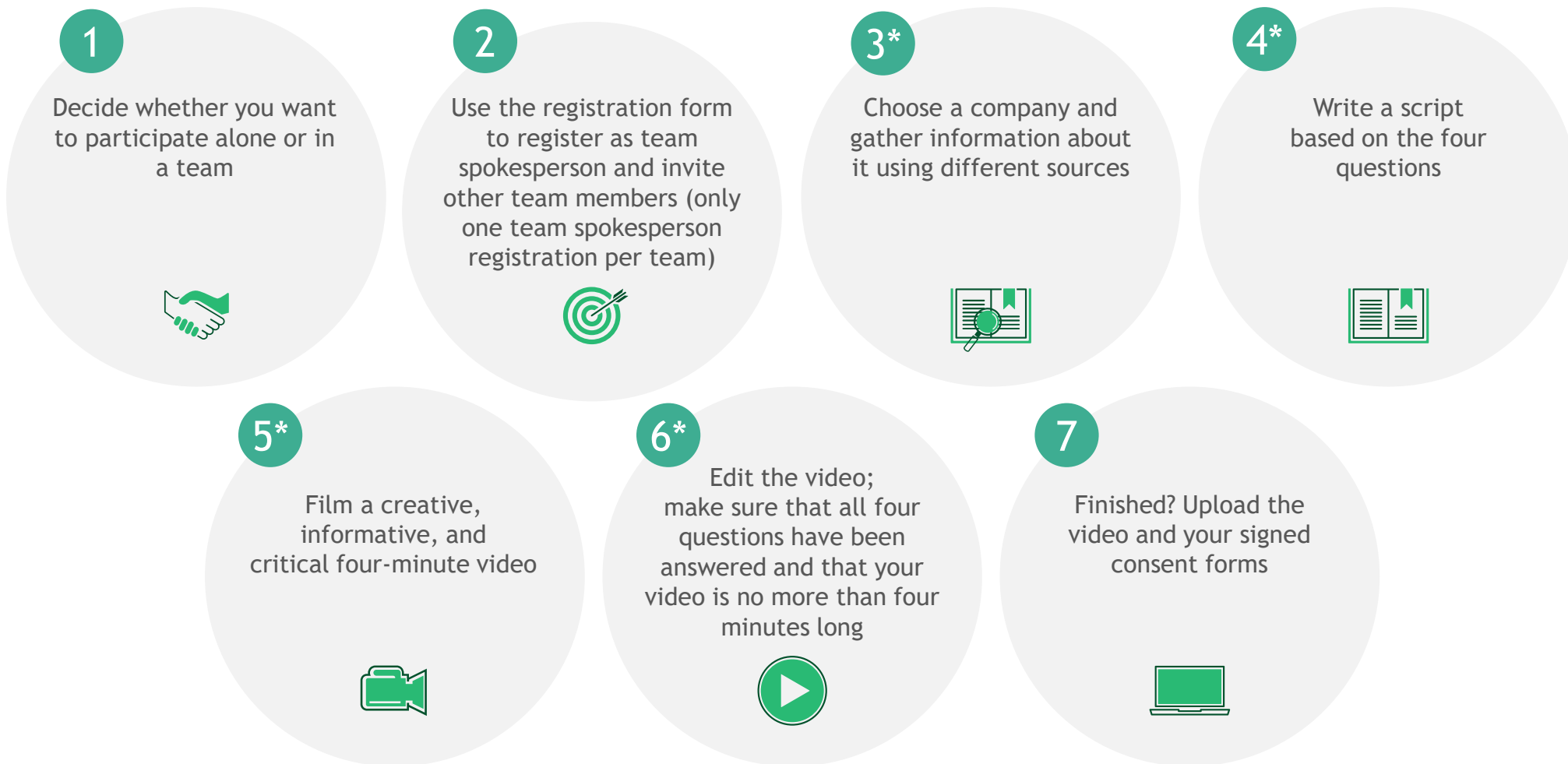
Procedure, filming, and editing

B@s videochallenge
A BCG INITIATIVE

Procedural tips

Knowledge: Creating your video for the b@s videochallenge

1
Decide whether you want to participate alone or in a team

2
Use the registration form to register as team spokesperson and invite other team members (only one team spokesperson registration per team)

3*
Choose a company and gather information about it using different sources

4*
Write a script based on the four questions

5*
Film a creative, informative, and critical four-minute video

6*
Edit the video; make sure that all four questions have been answered and that your video is no more than four minutes long

7
Finished? Upload the video and your signed consent forms

* = more tips on these topics on the following pages

Decision: Choosing a company

10 minutes: Which four companies can be chosen?

1. Look at the four company videos and read the info texts at https://videochallenge.online/

2. What company do you find interesting? Discuss it in your team if you aren't in agreement

50 minutes: Learn more about the company

1. Visit the company's website. Is there an English-language annual report?

2. Write down what exactly the company does (product, service, etc.) and how it makes its money

3. Who are one or two of its competitors?

4. Are there any current changes or challenges in the industry (e.g., through digitalization, sustainability, or new business models)?

Knowledge: Where can I find more information about the companies?

Company website

What does the company do?

What lines of business is it in?

Which numbers does it highlight?

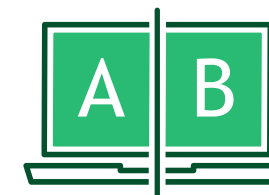Tip: Look under "investor relations" on the website

Annual report

How does the company present itself?

What do the numbers say about the company's health?

Press articles and analyst reports

What are the current issues for the company of your choice?

What is going on generally in the industry?

Tip: Perform your initial research over Google, where you may discover other relevant players. And don't forget to look at the company's social media

Competitors

What do the company's direct and indirect competitors do?

How do they respond to the company you are analyzing?

Answer these four questions to prepare your script

1 What does the company do?

_____

_____

_____

_____

2 What three aspects make it successful?

_____

_____

_____

_____

3 What are three risks for the company?

_____

_____

_____

4 What three recommendations could ensure the success of the company or make it more successful?

_____

_____

_____

Tip

When answering the questions, focus on current megatrends, e.g., digitalization, sustainability, or globalization

The script as the basis for filming and producing your video

Brainstorming
What will your video look like?

Answering these questions helps:

What format should your video have?

Who is your target group?

What information do you want to convey?

What imagery would go well with it?

Do you want to be on camera yourselves?

Give your creativity free rein!

Looking for inspiration? Look at last year's nominated vides: https://videochallenge.online/best-of

Storytelling

Drawing

Animated explainer video

Live-action explainer video

Possible elements of your storyboard

Fill out one sheet for each of the four questions

Script for (check the relevant question):
☐ 1. What does the company do?
☐ 2. What three aspects make it successful?
☐ 3. What are three risks for the company?
☐ 4. What three recommendations could secure or increase the success of the company?

	Write down your concrete ideas here
Information for setting the scene (Indoors/outdoors, location, time of day, who will be on camera?)	
How does the scene open? **What happens in this scene?** **How does this scene end?**	
What exactly happens? (Who? What is the person doing? Where are they? How do they look at the camera?) (Example: JANA is standing on a field. She looks straight at the camera and describes the company in a single sentence. Then she throws an object to CHRISTIAN, who catches it and says a few more words about the company …)	
If there is dialog, what will be said? (Who? Emotional state? Content?) (Example: JANA [factually]: "The company was founded in 1950." CHRISTIAN [enthusiastically]: "…")	

Video shoot and editing
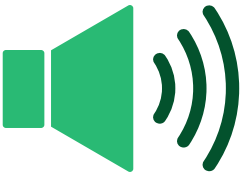
You've finalized your script? Then lights, camera, action!

Technology

+   Cell phone

++   Camera

+++   Video camera

Another option: Screen capture, explainer video

+   Camera mic (in a quiet environment)

++   External mic

Another option: Voice recording on the computer

Settings

Lighting

Filming during daylight will give you the best image quality. If you film inside a building, make sure the rooms are well lit so that your video isn't too dark.

Sound

Make sure your sound is clearly audible. Avoid filming in a loud environment or one with background noise and speak loudly and clearly directly into the microphone. If multiple people are speaking, make sure their volume is similar.

Film material and settings

Make sure you record enough material to ensure that you have some selection during editing. Work with different camera settings, from close-ups to long shots. Different distances can bring your video to life, but make sure that frequent changes don't make it too hectic. **Examples:**
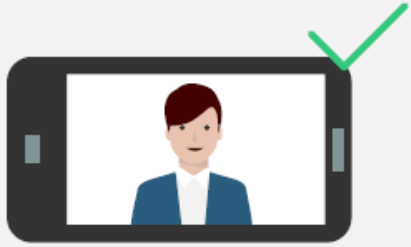
| Extreme close-up | Close-up | Medium shot | Knee shot | Long shot |

How to film yourself with a smartphone
Dos

The figure appears from the chest up with a slight space above the head

TIP

Press record, assume your position first, and then pause an extra two seconds before speaking

Look into the smartphone camera throughout the recording

Finish talking, pause two extra seconds, then stop recording

Clean, **plain background** with neutral colors

Solid-colored clothes without patterns

Camera at **eye level**

Smartphone in **landscape orientation**

Back camera used

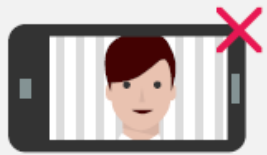**Well-lit** area, subject facing a bright light source (e.g., a window)

Tripod (with smartphone mount), shelf, or pile of books, etc. (smartphone stabilized with binder clip)

Keep some distance

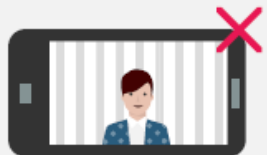# How to film yourself with a smartphone
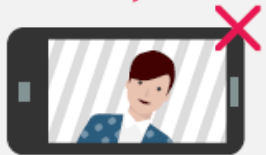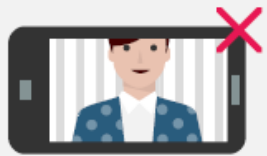## Don'ts

Vertically oriented

Too close

Below eye level

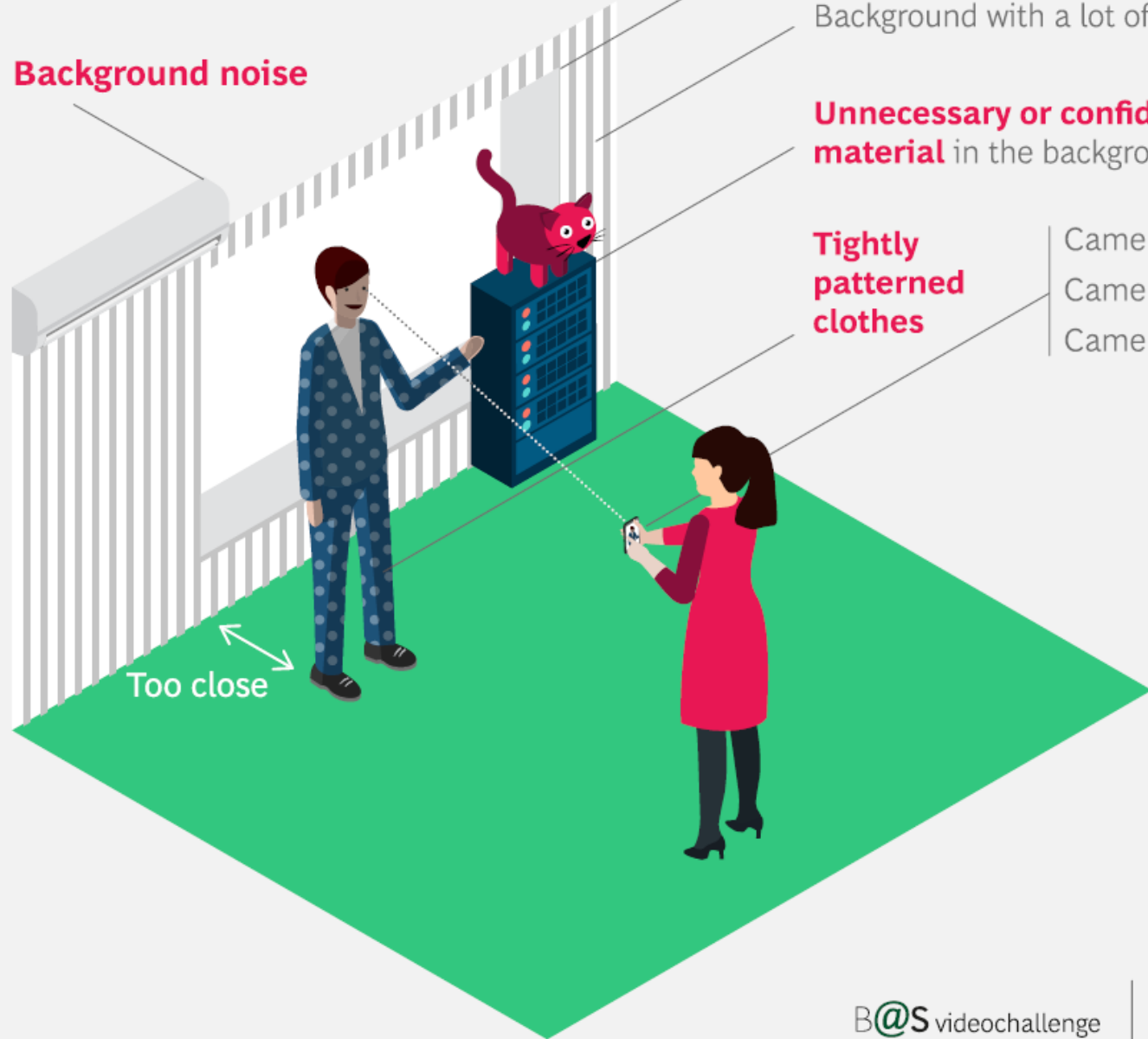Head centered

Tilted horizon line

Head cut off

Backlit, too dark

Background noise

Back **against a bright light source** (e.g., a window)

Background with a lot of **visual noise**

Unnecessary or confidential material in the background

Tightly patterned clothes

Camera **not at eye level**
Camera **vertically oriented**
Camera **held by hand**

Too close

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Numerous options for video editing

Once you have recorded all your material in individual clips, you have to splice them together to create your video. You have a number of editing software options to choose from.

You can use editing software to separate, combine, or rearrange the individual clips.
You can adjust the volume and add background music, texts, or images.

+ Paid software
+ Preinstalled free software
++ Free test versions
+++ Free software

Tip

Check which software programs are already installed on your computer or look for free editing software. You can find plenty of tutorials for different programs on YouTube.

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