

Introduction

A strong brand video doesn't start with cameras or scripts. It starts with clarity.

Planning ensures your message is focused, your shoot is efficient and your final video drives measurable results. Whether you're launching a new brand, communicating your story or producing a campaign asset, the planning stage is where 80 percent of the success is determined.

Use this guide alongside the following tools to build a complete, confident plan for your next brand video:

- **BoldTurn Production Planning Toolkit** — helps you prepare logistics, shot planning and project requirements
- **BoldTurn Brand Story Framework Worksheet** — helps you define your message, narrative and brand foundations

1. Why Brand Video Planning Matters

A well-planned brand video:

- Sends a clear, compelling message
- Reduces wasted filming time
- Keeps contributors confident and prepared
- Helps your audience understand exactly who you are
- Improves consistency across your brand

Good planning = stronger visuals, smoother production, better outcomes.

2. Define the Purpose

Every strong brand video starts with one clear purpose. Examples:

- Attract attention
- Explain your offering
- Persuade or influence
- Reassure and build trust
- Launch something new
- Recruit talent

Tip: Use the *Brand Story Framework Worksheet* to clarify what your audience should think, feel and do after watching the video.

If you aim for everything, you hit nothing.

3. Identify the Audience

Define exactly who the video is for:

- Who are they (role, industry, stage)?
- What do they care about?
- What problem are they trying to solve?
- What action do you want them to take?

A strong brand video speaks directly to a specific audience.

The clearer the target, the easier the planning.

4. Craft the Core Message

Boil your message down to **one sentence**.

Examples:

- “We help founders communicate what makes them different.”
- “This platform cuts admin time by 60 percent.”
- “This story matters because it affects every family.”

Your entire video — visuals, tone, script — should reinforce that message.

Tip: Your *Brand Story Framework Worksheet* gives you a ready-made place to define this message.

5. Choose the Style

The video’s style defines its tone and emotional impact. Popular brand-video styles include:

- Story-driven / cinematic
- Interview-led
- Testimonial-based
- Founder/message-to-camera
- Documentary-style
- Product-led visuals
- Animated explainer
- Mixed-format content

Choose the style that matches your audience and your brand personality.

This decision influences scripting, storyboards and logistics.

6. Prepare the Script or Talking Points

Two main approaches:

Scripted

- Clear, structured and controlled
- Best for launches, explainers and product-focused videos

Talking Points

- Natural, authentic and conversational
- Best for interviews, testimonials and behind-the-scenes content

Keep your language warm, simple and aligned to your brand tone. Avoid jargon unless your audience expects it.

7. Plan the Visuals

This is where the brand video starts to take shape. Create a shot list or storyboard outlining:

- Locations
- People involved
- Key scenes
- Cutaways and supportive visuals
- Movement (walk-and-talks, transitions)
- Props or products
- “Hero moments” to emphasise

Tip: The *Production Planning Toolkit* includes a shot-list table and visual-planning worksheet that you can adapt for this step.

Planning your visuals saves huge amounts of time and helps structure the edit.

8. Logistics & Scheduling

Smooth production depends on preparation. Confirm:

- Locations and permissions
- Arrival and wrap times
- Contributor availability
- Props, wardrobe, branding
- Ambient noise + lighting considerations
- Parking, access and security
- Weather backup plans (for outdoor shoots)

The more you plan here, the calmer your shoot day will be. Again, your *Production Planning Toolkit* pairs well with this section.

9. Filming

Production is where your planning comes to life.

Key components of a professional shoot:

- Crisp audio (this matters more than visuals)
- Clean, intentional lighting
- Multiple angles (wide, medium, close)
- Smooth, purposeful movement
- Intentional B-roll to support the narrative
- Relaxed, confident contributors

Even a short video benefits from good direction and clear planning.

10. Editing & Delivery

Editing shapes the viewer's emotional journey.

A typical edit includes:

- Selecting the strongest clips
- Structuring the narrative
- Adding music
- Colour grading
- On-screen graphics
- Subtitles
- Tightening pacing
- Exporting multiple formats (16:9, 1:1, 9:16)

Deliver versions optimised for:

- Website
- Social media
- LinkedIn
- YouTube
- Presentations
- Ads (if needed)

Next Steps

Planning is where strong videos begin.

If you'd like support developing your brand video — from idea to script to final delivery — BoldTurn provides:

- Strategy and brand video planning
- Concept development
- Scripting and messaging
- Filming and editing
- Social-first versions
- Full campaign video delivery

Let us help you build meaningful, purpose-driven content.

Common Mistakes to Avoid

Avoid these pitfalls to produce a stronger brand video.

1. Trying to speak to everyone

→ Dilutes the message and weakens impact.

2. No clear call to action

→ Viewers watch but don't know what to do next.

3. Rushing the planning

→ Leads to confusion, retakes and wasted time.

4. Over-scripting or under-scripting

→ Both extremes can feel unnatural.

5. Forgetting sound quality

→ Audio is 50% of the experience.

6. Not enough B-roll

→ Leads to a visually flat edit.

7. Ignoring brand consistency

→ Colours, typography, tone and energy should match your brand.

8. No distribution plan

→ Great videos die quietly without strategic release.

9. Filming too much without focus

→ More footage isn't better; clear intention wins.

10. Not reviewing the location beforehand

→ Surprises on the day (noise, lighting, space).

Shoot Day Checklist

Use this on the day of filming.

People

- All contributors confirmed
- Arrival times shared
- Signed permissions / releases
- Wardrobe checked

Locations

- Access granted
- Lighting conditions checked
- Ambient noise evaluated
- Backup location identified

Equipment

- Camera batteries charged
- Sound: microphones tested
- Lighting kits packed
- Cards cleared + backups ready
- Tripods, stands, clamps

Scenes & Visuals

- Shot list printed / accessible
- B-roll planned
- Props ready
- Branding elements available

Logistics

- Parking organised
- Travel times confirmed
- Food/water available
- Schedule printed or shared
- Emergency contacts saved