

Black History Month Stories Take Over—Video Brief

Below you will find two different briefs outlining two different approaches to the story takeover.

Goal: Black History Month Awareness, learn more about the who and why behind Albany Park.

Here are some video examples just for some angles & speed:

(Same distance between you and camera as this video)

https://www.instagram.com/reel/CYwTISXpOqQ/?utm_medium=copy_link

(More for speed/ movement example)

https://www.instagram.com/reel/CYns7oiO2Gw/?utm_medium=copy_link

https://www.instagram.com/reel/CYrgFmXpdxG/?utm_medium=copy_link

<https://www.tiktok.com/@apartmenttherapy/video/7044555073304743174>

<https://www.tiktok.com/@apartmenttherapy/video/7057557316215770414>

Brief 1:

Action shot of you at home (working from home) getting ready to start your day, meeting preview, browsing website, assembling a sofa and showing time with family etc.

This will be voice-over style, except for the opening and closing frames.

Setting the scene:

You're opening the door to your home, welcoming us in your home OR entering your home office....you walk over to your office or where you'll be working, and we see you browsing the AP website navigating different collections on the website.

We now start a new scene and see you walking through the warehouse, chatting with some team members (if possible) and looking at some products.

You're now back at your home office ready to start a team meeting and in the vertical video, we see you, and your team members chatting/smiling. Once the meeting concludes, you close your laptop and walk through your home with the camera following you where you meet with your family, and we capture some family time.

Frames:

- 1 Intro video (speaking to the camera)
- 5 action shots (with voice over)
- Closing note.
- All frames should be 14-15 seconds each.
- Intro and closing note could be less if needed.

Format: All vertical videos. You can add slow movement, as displayed in the example videos.

Frame 1: You're opening the door to your home, welcoming us in your home OR entering your home office, you walk over to your office or where you'll be working, and we see you browsing the AP website navigating different collections on the website.

Example Intro *"Welcome to my home/ office, I'm Darryl, Co-Founder At Albany Park. Today, I'll be taking you on a journey so that you can learn more about our story. Stick around so you don't miss out."*

Action shot video with voice over.

Frame 2:

We see you browsing the AP website, navigating different collections on the website. The voice-over for this frame will be where you discuss what sparked the idea for AP.

Frame 3:

You continue to browse the website and still looking at specific collections, and the voice-over audio will be where you will discuss your 3 favorite collections.

(We'll plug in a GIF to this frame where we showcase 3 different sofas on the same background.)

Frame 4:

In this frame, we showcase you having a team meeting (more the end of a team meeting) with your diverse team, and you close your laptop.

Frame 5:

We then see you walk through the warehouse and showcasing your ideation and testing process.

We then see a clip of you arriving home and having some family time. (If you need more time for frame 5, we can split this into two different 15-second frames to allow us to see more time with your family.

Frame 6:

*Thank you so much for spending some time with me today, it means a lot because **[enter reason]** we look forward to seeing you over at @AlbanyPark & @EdloeFinch*

Important:

If the meeting with the team can't be arranged, frames of you working, reading, sipping your coffee works as well.

Other helpful tips/ suggestions:

If any of the frames take longer than expected, we can edit them.

Brief 2:

Interview/ discussion-style interview, answering questions related to AP and Black History Month from different corners of your home. (Or in one place) You can talk about the AP process, what makes you different and the importance of diversity in your team.

Setting the scene:

You're sitting on your sofa or armchair, and you look at the camera and ask, "Are we ready?" We want to give our audience a sense that they are watching an unedited interview in the stories. This starts at frame 2, after the intro frame.

Option 1:

Each frame takes place in a different corner of your home. Ideally, with each frame, you capture a different item that can be found at Albany Park or Edloe Finch.

Option 2:

Interview style (like the example provided below) where you film all segments in the same spot.

Frames:

- 1 Intro video (speaking to the camera)
- 6 frames answering a few different questions/ discussing different topics and one closing note. All frames should be 14-15 seconds each. You could also answer 3-4 questions, and the frames could be longer if the questions are more complex to answer.
- Closing note.

Format: All vertical videos.

Frame 1: Example Intro *"Welcome to [account name] I'm Darryl, Co-Founder At Albany Park. Today, I'll be taking you on a journey so that you can learn more about our story. Stick around so you don't miss out."*

Frame 2: Start with the opening line **"Are we ready?"** and then move on to Tip, topic, or answer 1.

Frame 3: Tip, topic or answer 1.

Frame 4: Tip, topic or answer 2.

Frame 5: Tip, topic or answer 3.

Frame 6: Tip, topic or answer 4.

Frame 7: Tip, topic or answer 5.

Frame 8 : *Thank you so much for spending some time with me today, it means a lot because **[enter reason]** we look forward to seeing you over at @AlbanyPark*

Here is an example of Interview/conversational style video:

https://www.instagram.com/reel/CUklgtfIT9P/?utm_medium=copy_link

Facing natural light or taking the shots in the areas where you get the most natural light would be ideal. This video example is solely for the purpose of seeing the option for a close-up interview. More close up or a bit further from the camera, both are ok.

- End