



## Customized Video Instructions

### Videos with your logo and contact details!

**Getting Started:** Take a look at the videos we have currently available and request the video you would like to have customized. You can submit your request online or through your sales (or customer service) rep. We will need a vector file for your logo (preferably in a single color – as some video backgrounds are darker and others are lighter – your logo may be changed to white for darker backgrounds). Your contact details will be featured at the end of the video, which can include, name, phone number, website, email address, etc.

**Once Your Video is Complete:** Videos can take 24-72 hours to complete, and you will receive an email once your video is ready to view/download. There will be two links in this email, one that will access a Dropbox file of your video and another that will access a privately listed version on our YouTube channel.

We recommend downloading your video from the Dropbox file and then reuploading it to a social platform of your choice. This process is simple, (ie: go into Facebook, create a post, and select upload video – this is where you can upload your customized video – same applies for other platforms like LinkedIn). If you would prefer to have a link that you can simply copy and paste to share your video you can use the YouTube link provided (when you copy and paste this link into Facebook/LinkedIn it will generate a preview of your video that your followers can click to watch), and of course if you have any questions at all, just reply to the email you have received and let our team know how we can help.

**Creating Your Own Custom Videos:** You can contact your local sales rep to discuss creating custom videos for any of the products in our range. This is a little more involved than adding your logo to a premade video, but still possible. These videos can take 2-4 weeks depending on the complexity of the request and the following questions will need to be answered when submitting this type of request:

1. Does the video have a theme? (Awards, Summer, Back to School, etc)
2. What products need to be featured? (do you want to see specific colours shown ie: Blue blanket, red teddy bear, etc)
3. Do the products need to have specific imprints? (may require artwork)
4. What order should the products appear?
5. How long does the video need to be? (keep in mind each products needs about 3-4 seconds, and intro/exit is usually 10 seconds in total)
6. What type of music would you like in the background? (upbeat, jazz, bright but calm – specifics are not necessary but a generally genre helps)
7. Distributor Logo/Contact detail placement (end, beginning, both)
8. Video type (Standard which works for everywhere except Instagram, or all inclusive, which means that it's square for Instagram/Facebook/LinkedIn – Square videos are a little faster, but they were designed for Instagram and can look slightly odd when viewed on Youtube or other platforms)

If you have any questions about the above, please email our Digital Media Manager:

paul@innovation-line.com