



ANIMALIS EDITION

SELF FILMING GUIDE

**FOR THE WINNERS OF THE
WORLD BRANDING AWARDS**



Introduction

We understand that sometimes it isn't possible to physically attend the award ceremony.

This guide will help those brands who wish to participate remotely to capture the best possible quality interviews and video clips to celebrate your win at the World Branding Awards 2024- 2025. These videos will be featured on our social media outlets, your brands featured page on the Awards website, and our YouTube channel.

It will cover everything you need to know to capture your winner's interview - including framing, what app to use, lighting and audio.

Contents:

- Devices and Apps

- Framing & backgrounds

- Lighting

- Audio

- Interview questions

- Sending your interview files

Please note that this is a black tie event, so please ensure you are wearing appropriate attire when recording your video.

1. Devices

You can record your interview on a desktop computer, laptop, smartphone or tablet.

Ideally the newer the device is, the better quality it will record in, so please try to use the most recently manufactured/purchased device you have at your disposal.

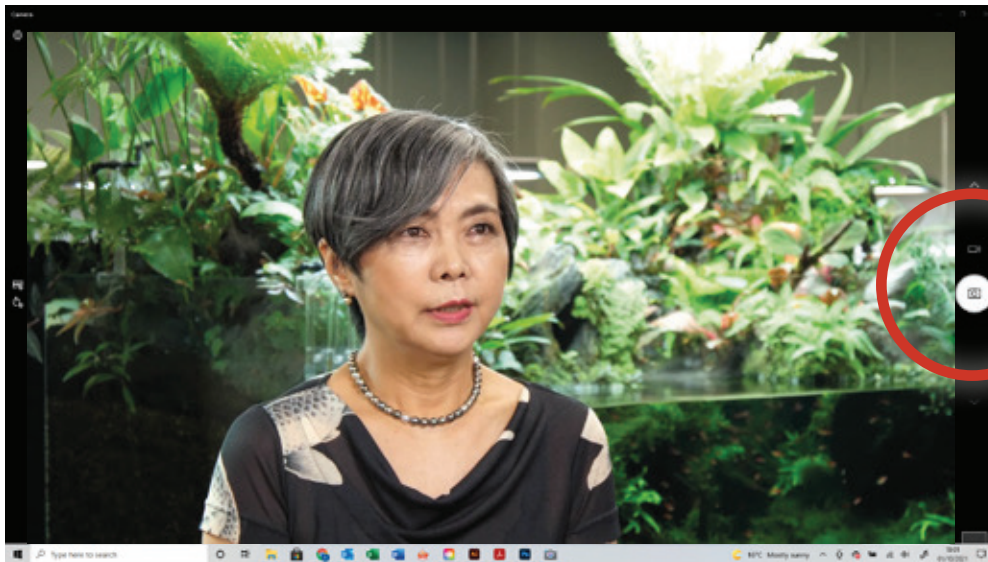
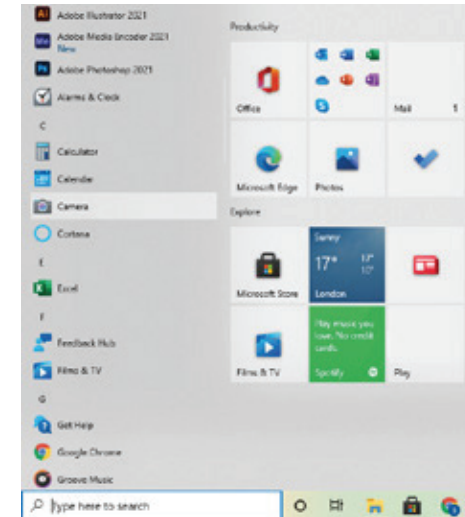
You will need to ensure the device you are using has a built-in camera, or an external webcam.

The next few pages of this guide will outline which app to use based on which type of computer and operating system you are using, so please skip to the relevant page for details on how to get started.

1.1 Microsoft Windows

Step 1

Open the 'Camera' App from the Windows Start Menu
You can also use the Windows search function and type "Camera" to easily find the app.



Step 2

Ensure you have selected 'video mode' from the right-hand side of the screen. You can use the arrows to change between video mode and photo mode.

1.1 Microsoft Windows

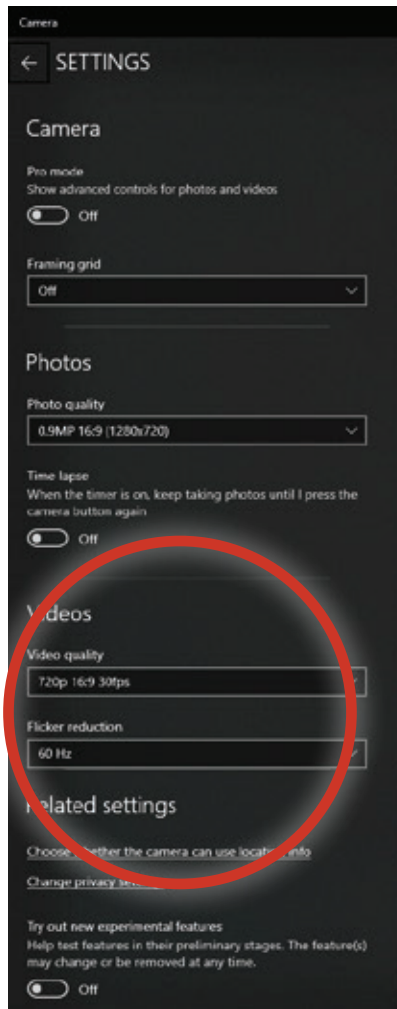
Step 3

Check the quality settings by clicking the Cog icon in the top left hand corner of the app.

Ensure the 'Video Quality' is set to the maximum your device offers.

Ideally this should be 1920x1080 resolution, but this will be dependant on the quality of your webcam.

You're now ready to record your interview, please skip to section 2 of this guide.

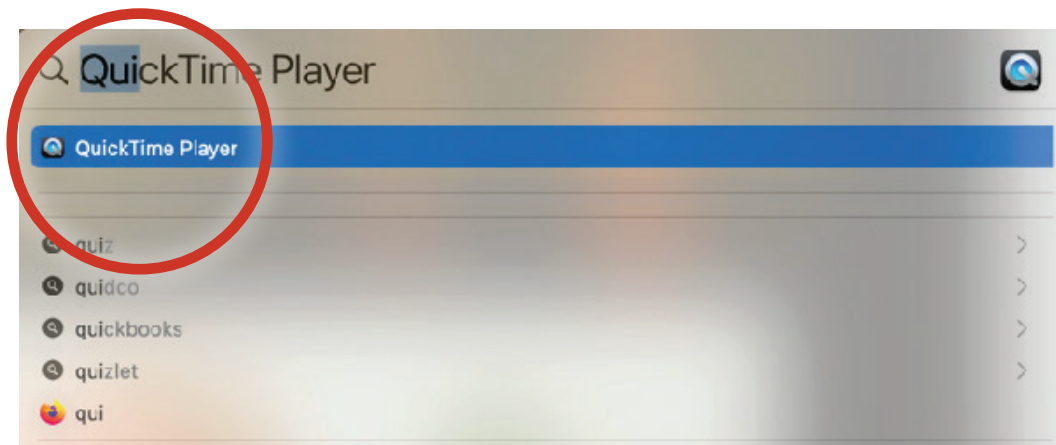


1.1 Apple MacOS

Step 1

Launch the 'QuickTime Player' App.

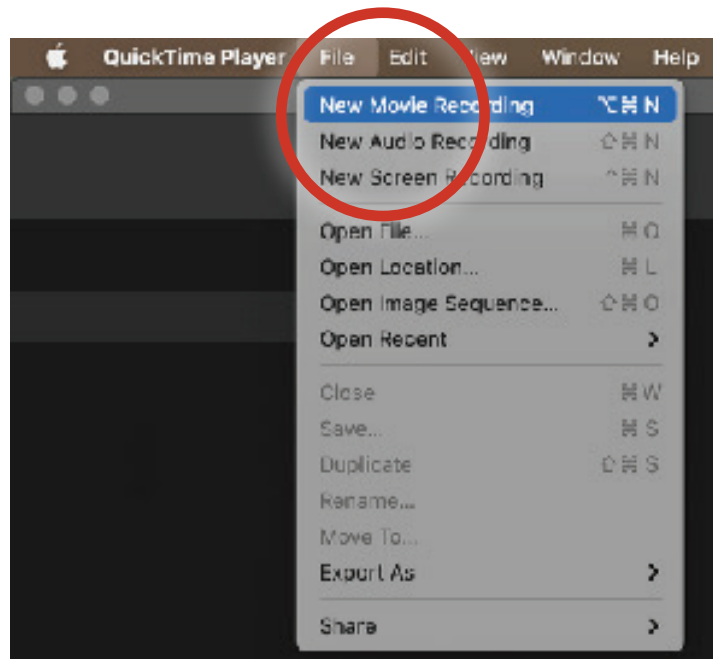
This can be found on your launchpad, in the applications folder or alternatively hold the CMD + Spacebar keys on your keyboard to bring up the Mac search function, type 'Quicktime' to search for the App and click the Quicktime Player icon.



1.1 Apple MacOS

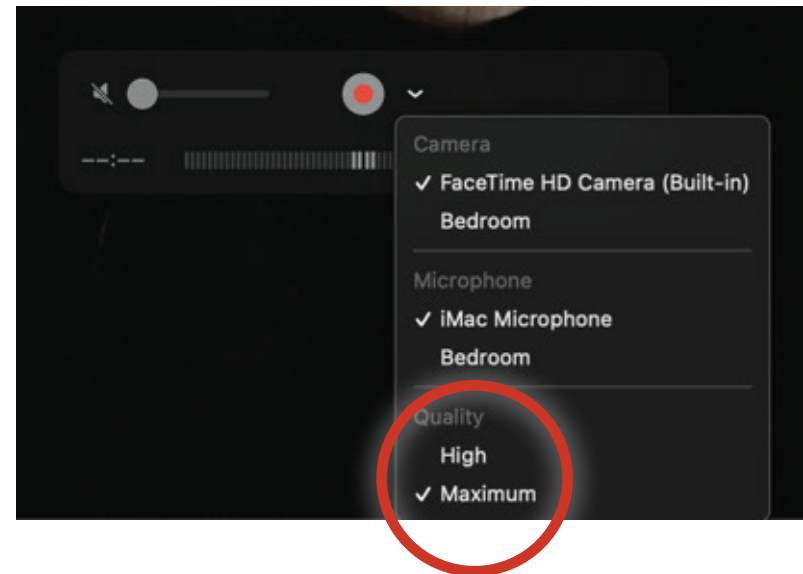
Step 2

Click 'File' near the top left of your screen, then click 'New Movie'



Step 3

Next to the red record icon, click the small arrow and make sure 'Maximum' is selected under 'Quality'. Also ensure the correct camera and microphone are selected.

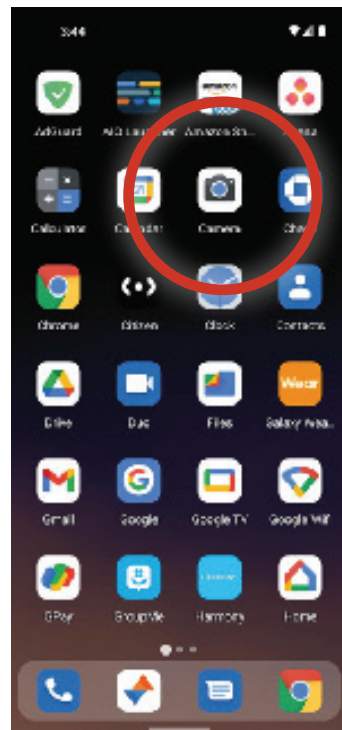


Once you have finished recording by pressing the stop button, ensure you save your video by selecting 'Save' from the File menu as above.

1.1 Smartphone/tablet - Android or iOS

You can use your smartphone or tablet to record your interviews. Simply use the standard internal Camera application to get started. The camera apps are usually automatically set to the highest quality, so there are no settings to change.

Android

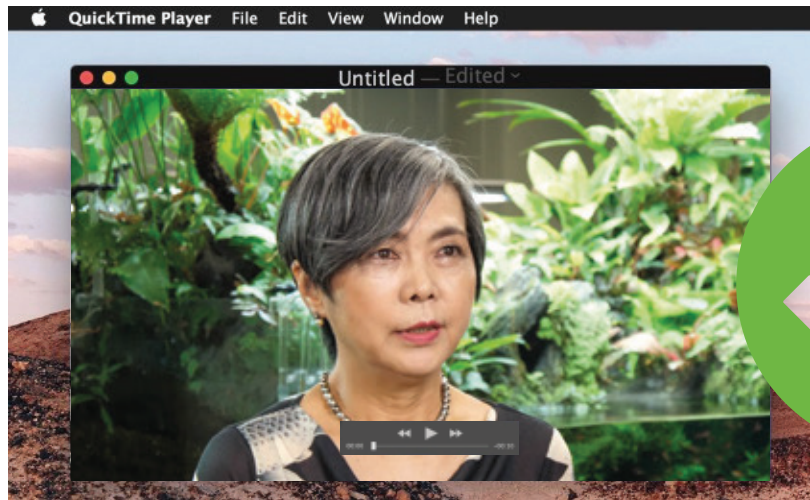
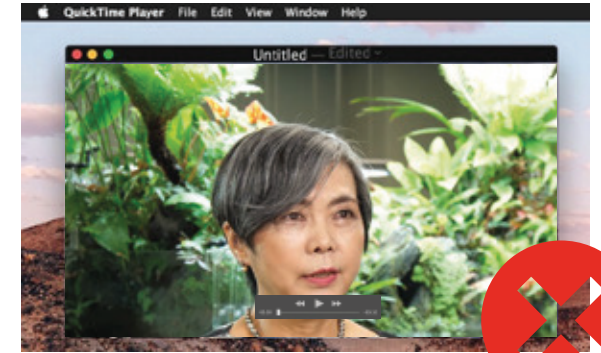


iPhone



2. Framing & Backgrounds

It is important to ensure your position within the video frame is as good as possible.



For the ideal shot, the subject should be centered in the frame, at a head-and-shoulders height, without cutting the frame off the top of the head.

Please be wary of what is in the background - ideally as clean as possible and please ensure no copyright protected artwork is visible.

2. Framing & Backgrounds

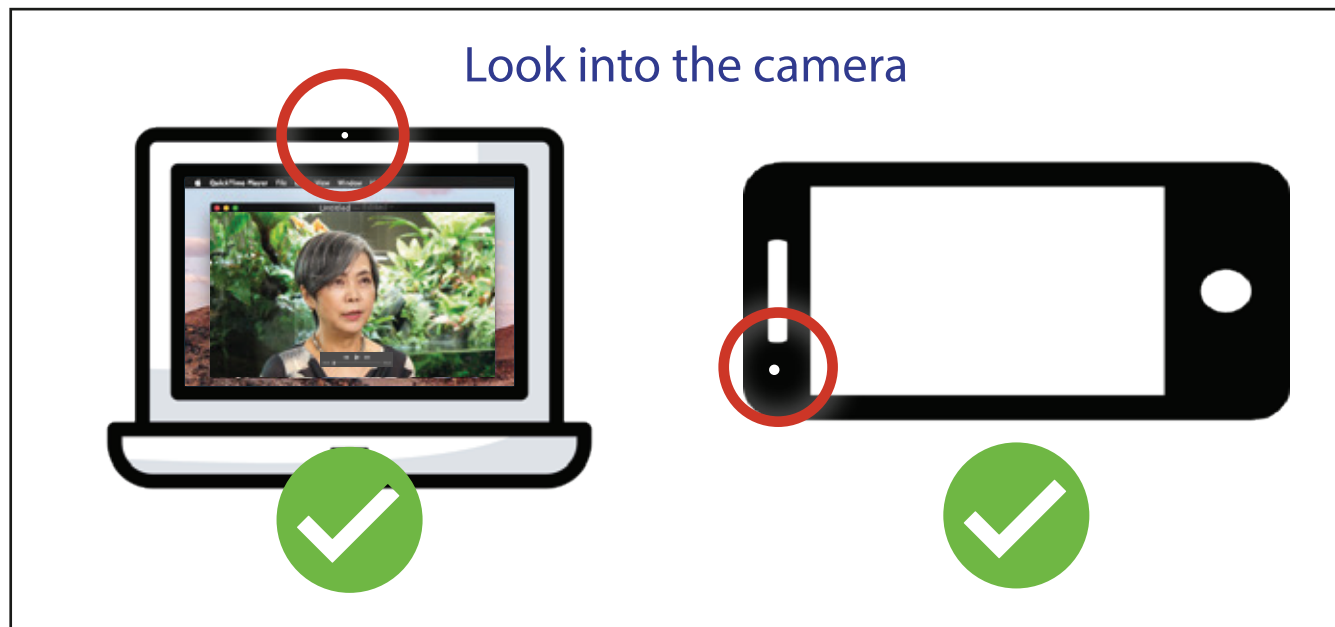
An important point to note is to ensure you look at the camera.

Please do not look at the screen of your laptop/computer/smartphone/tablet.

You must look directly into the camera when recording your interview.

The camera is usually positioned just above the screen. The camera should also be positioned at the same height as your eyeline. You may need to raise or lower the device depending on your height or the height of the device. Please ensure it is not shooting at an extreme angle.

If you are filming on a tablet or smartphone you must ensure the phone is filming in landscape mode (see below), not in portrait mode. **We cannot accept videos shot in portrait mode**



3. Lighting & Audio

Lighting

Please ensure you record your interview in a bright room with natural light. If the room is too dark the quality of the footage will be reduced and may not be usable.

Please do not sit with your back to the window, you should sit facing the window, with your computer or device facing towards your face, away from the window.

Audio

To ensure the best audio is recorded in your video:

Make sure the room you are recording in is quiet - please ensure there is no music in the background, no people talking or other devices emitting sound.

Ensure the room doesn't have an echo. Larger rooms with less furniture will cause this, so ideally record your interview in a smaller room if possible.

If you have a separate microphone such as a USB microphone, please use this if possible. If you do use an external microphone, please check the sound levels to ensure they are correct and are not distorted.

4. Video Interview Questions

Question 1 & 2 (Required)

1. Tell us more about your brand.
2. What does it mean for your brand to win 'Brand of the Year' at the World Branding Awards?

Question 3 to 16 (Please choose one question from each of the following groups)

Brand Journey and Strategy

3. Can you share the journey or strategy that led to this achievement?
4. Looking back, what were some of the biggest challenges you overcame to reach this level of brand excellence?
5. What do you think sets your brand apart from others in your industry?

Consumer and Public Recognition

6. Two streams of judging are voted for by consumers. Your brand would have been voted highly by the public to have a high score in these two streams. How do you feel about this?
7. What would you say to your consumers who voted for your brand as 'Brand of the Year'?
8. What role does customer feedback play in shaping your brand?

Brand Initiatives and Innovation

9. Tell us about some of your branding programmes and initiatives that your brand is involved in.
10. How do you ensure consistency in your brand's message across different platforms?
11. How do you stay innovative and relevant in a competitive market?

Future Plans and Marketing

12. Are you able to share any details about the future of your brand?
13. How do you plan to incorporate the World Branding Awards logo and recognition into your marketing materials?
14. How important is sustainability or social responsibility in your brand's future plans?

Advice for Other Brands

15. What advice would you give to other brands aspiring to achieve similar recognition?
16. What key steps or strategies would you recommend to other brands looking to achieve long-term success?

*Many brands use the video interview as a corporate and marketing tool.
It will also be featured on your brands Winners Page, and uploaded to YouTube and Social Media.
Video will be edited to approximately 4 minutes.*

5. Sending Your Video Files

To send us the files you've recorded, please use **WeTransfer** using the steps below:

1. On the device you recorded your video files, go to www.wetransfer.com
2. Select the files you recorded:

If you used a smartphone or tablet, these will likely be saved in your camera roll.

If you used Windows, the files should be saved in the 'Camera Roll' folder inside the 'Pictures' folder in your user directory.

If you used Apple MacOS, the files will be saved wherever you saved them after you finished recording.

We recommend saving them to the desktop after you have finished recording for easy access to them.

3. Ensure the recipient email address is our editorial team: **editorial@brandingforum.org** and click upload to send your files. Remember to clearly state your brand name in the subject before sending the files.



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Select the World Branding Awards option when calling

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