



Make your message **clear** with a **whiteboard video**

How to order a successful project

Words and diagrams are not always enough to get the point through. Whiteboard video is an effective way to get your point understood in a clear, interesting and concise way. It helps your customer to understand how the topic affects them and why it is important to them. Best of all, it's easy to get one for yourself!

In this brochure, we tell you what you need to know before starting your own whiteboard video project.

What you don't need to do beforehand

During the project, everything you need for the video is taken care of. So you don't need to do any briefing or sketches beforehand.

- **You don't need to draft a script.** We make a script for a video *together*. We'll explore your topic and, using parallel script drafts, find a suitable way to tell it.
- **You don't have to sketch any drawings.** The illustrations are brainstormed in joint meetings. Based on the brainstorming, we created sketches of the illustrations, which you can comment on.
- **You don't have to be the narrator of the video.** What kind of voice would be suitable for telling your story? You can choose a suitable voice-over talent from our selection or leave the choice to us.

In short, you don't need to make any special preparations. Everything is taken care of during the project.

What you should consider beforehand

Although everything relevant to the video is planned together during the project, there are a few things you should think about beforehand:

- **What is the actual topic of the video?** What is the thing you want to communicate? A general idea is enough, it will be refined together during the project.
- **What is the objective for the video?** What do you want the video to achieve? For example, do you want to increase understanding, convince a customer, inspire staff or describe a new way of working?
- **What is the target audience?** Who do you want to communicate the message to? Why them?
- **How are you going to use the video?** Where and how will the video be used: website, social media, internal communication?

It's good to have some idea of these things at the start of the project, but they can be refined along the way.

How much time do you need to allocate to the project?

Thanks to our efficient process, work will progress and your video will be completed *exactly* within the agreed timeframe. The **process takes 6 weeks** from the beginning and you need to be ready for 3 x 2-hour workshops and short comment rounds, so less than a workday in total!

95/100
NPS

How do you know if the project will succeed?

Over a decade of experience and *superior* customer satisfaction are testimony to our expertise. And our work is always backed by a Satisfaction guarantee: If you are not satisfied with the collaboration or the resulting video, you can cancel your order without any obligation to pay. We only want to make videos that people are genuinely satisfied with.

Got curious?
Let's have a talk!



Laura Humpi
sales@tussitaikurit.fi
+358 361 5079



Joni Pohjankettu
sales@tussitaikurit.fi
+358 371 2767