

2 Trust-Building Brand Pillars

& the best video content to compliment them.



Personality

The voice, values and unique mission behind your brand.

- makes you more memorable
- draws the attention of likeminded people
- helps you stand out in your industry
- resonates with people more deeply

Branded Documentary

A short documentary that focuses on the story of someone that was impacted by your work. This creates a deep resonance and memorability in those that watch it. By using powerful visual storytelling to connect with the viewer emotionally, it shows them how they can be a part of that story as a customer, donor, or investor.

"About Us" Video

The story behind your company, your team, and the big vision you have for the future. Not many people will watch this, but it'll make a big difference to the ones that do. It builds a massive amount of trust in confidence if your work involves a lot of social interaction with people you do business with.

Short Form Content

Short videos posted to social media with the intention of opening up conversations, making people think, while also staying top of mind with your audience. This type of content is *actually valuable*, and a huge breath of fresh air on social media that's currently filled with hard-sells and cookie cutter ads.

Proof

The finer details that set you apart in your market.

- builds authority and confidence in your audience
- shows the results you've achieved in helping your audience
- explains the nuanced things that set you apart
- provides clarity to more doubtful people

Testimonials

Carefully crafted customer stories, amplified with visuals. When strategically planned and positioned, testimonial videos are more than just a customer review. They can combat any skepticism that arises in your audience's minds through a relatable and trustworthy source.

Case Study Breakdowns

These videos take a deep dive into specific projects or initiatives and the success you've achieved with them. The obvious benefit here is providing clear, detailed proof of your capabilities, but also, it helps the most interested (and the most important) sector of your audience develop a whole new level of respect for what you do.

Long Form/Youtube Content

Youtube videos that help your audience at scale, perfect to capture the attention of people who are actively interested in what you provide. Short form content opens the audience to a conversation, long form content actually *has* that conversation with them. This is where you share actionable advice or new insights from your industry. It builds a huge amount of trust and makes you the only option in their mind when they're ready to buy, donate, or invest.