Video & Content Guidelines

Engage purchasing scientists with highly educational videos. Receive an expert, scientific video production service, and benefit from more than 10 years of video production and promotion experience.

Remote video

Our Editors will provide you with high-quality, educational content featuring your experts and customers. Whether remote digital video interviews or a hard-hitting infographic, the exceptional results inspire organic sharing while our social media experts guarantee an extended reach through well-targeted social media campaigns.

Example>>

You will receive:

- Editorial direction and management of your custom video, animation, article, eBook, on-demand presentation, or infographic project.
- An Editor to interview your customer or expert from anywhere in the world with remote digital video creation, or location shooting where possible
- High-quality video (.mp4), article (PDF) or gated presentation video
- Additional email and social media promotion package
- Support to publish your content on your own website and your customers’ channels. See social media example opposite
- A detailed metrics report
- Translation, transcription and branding services are available

Customer Testimonial Video

A customer testimonial is a video interview with a scientist that takes place in their place of work. It is a fantastic opportunity to both showcase their research and also demonstrate how a piece of equipment, method or application enables them to further their research. Essentially, it is a video version of a real-life case study. As the video is SelectScience branded, it provides an unbiased view. The production of the video interview with a scientist customer in their laboratory includes video footage of the laboratory and the product in action. Example >>

- 3-4 minute video (copyright included, so you can use the video in your own marketing materials).
- SelectScience branded.
- Full editorial support: A SelectScience Editor will oversee the production process and attendance on the day of filming and interviewing your scientist customer. Simply provide us with the details of a customer that you’d like us to approach to interview and we do the rest.
**Editorial Show Video**

Showcase your products in action with a video interview with a product manager/company representative at a conference/tradeshow booth. The production includes video footage of the conference/tradeshow, booth and the product in action. [Example >>]

The video will be featured in the SelectScience Editorial Show Highlights Email [Example >>]

- 2-3 minute video.
- SelectScience branded.
- Full editorial support: A SelectScience Editor will oversee the production process and interview the product manager/company representative.

Option to purchase video copyright

**Company Promotional Video**

A company promotional video gives you the opportunity to showcase your customer services and the key benefits you have to offer. The video can include a number of short interviews, a tour of your headquarters/department and general promotion of the company.

Highlight your headquarters/manufacturing plant, services/products and customer services in an exclusive video that showcases your business. [Example >>]

- 3-4 minute video (copyright included, so you can use the video in your own marketing materials).
- Video footage of services/products, headquarters/department and the inclusion of 1-3 short video interviews.
- Corporate branded.

An editor will not be in attendance, therefore a storyboard and interview script must be supplied prior to the filming day.

**Product/Service Promotional Video**

Whether you have a brand new product to market, or you want to show a product’s application, this video is the perfect opportunity to highlight the main benefits and applications of your product, and its manufacture. [Example >>]

- 3-4 minute video (copyright included, so you can use the video in your own marketing materials).
- Video footage of the service/product, manufacturing plant/product testing and the inclusion of 1-3 short video interviews.
- Corporate branded.

An editor will not be in attendance, therefore a storyboard and interview script must be supplied prior to the filming day.
Product Procedure/Protocol Video

Help your customers to get more from your products with a step-by-step guide on how to use a piece of equipment/product, a method, or an application. Example >>

- 3-5 minute video (copyright included, so you can use the video in your own marketing materials).
- Video footage of the laboratory, the product/equipment and the procedure/protocol.
- Voiceover (recorded on the day of filming at the filming location).
- Corporate branded.

An editor will not be in attendance, therefore a storyboard and voiceover script must be supplied prior to the filming day.

Customized Video Production

Convey your brand message to your customers, or create a video for your own internal use with this bespoke video that will highlight your chosen content.

- Specify the video length, content and branding.
- Copyright included, so you can use the video in your own marketing materials.

An editor will not be in attendance; therefore a storyboard and voiceover script must be supplied prior to the filming day.

Video Extras

- Editorial input: Content guidance and storyboarding.
- Full editorial support: Full production coordination; from helping to find a speaker to content guidance, along with attendance on the day of filming and interviewing the scientist.
- Alternative branding: Second version of video with alternative branding.
- Voiceover.
- Music.

For more information, contact your Account Manager.

Contact the SelectScience sales team to request our Media Kit »

Image submissions: Any images supplied for publication must have a license for usage on SelectScience. Any liabilities arising from the incorrect use of an image supplied to and published on SelectScience will be passed on to the provider and/or their agent. In the event of improper usage of a supplied image, SelectScience will charge an administration fee to the image provider and/or their agent.