SelectScience® Video & Content Creation
Services Guidelines

Engage purchasing scientists with high-quality, independent and peer-to-peer content, created with our expert editorial team. Below are the types of video and content creation services we offer.

Video Content Production

What is Video Content Production?
- Our Editors will provide you with a high-quality, educational remote digital video interview featuring your experts and customers.
- Our trusted and independent brand gives you access to high-profile institutes.
- The exceptional results inspire organic sharing while our social media experts guarantee an extended reach through well targeted social media campaigns.

Depending on the program purchased & interviewee, videos are promoted across SelectScience and The Scientists’ Channel:
- External interviewees (independent scientists, researchers, KOLs) will be featured on The Scientists’ Channel (and SelectScience where applicable). Example >>
- Internal interviewees (employees, in-house experts) will be featured on SelectScience only. Example >>

Content Recommendations
- A key customer or thought leader.
- An internal expert, such as an application specialist, who can talk about the benefits and applications of your technology.

Content Deadline
- Interviewee details to be provided 8 weeks before video delivery date.

Content Guidelines
- Interviewee details needed include name, email address, title, company, telephone number – additional information such as application area, products being used etc. to be provided in the briefing document that will be shared with you to complete and return to SelectScience.
- An Editor will interview your customer or expert from anywhere in the world with remote digital video creation.
- A high-quality, 3–4-minute video (.mp4) will be provided, with independent and trusted SelectScience branding. Licensing will be included so you can use the video in your own marketing materials.
Additional email and social media promotion packages are available at an additional cost, or you can use the video in your existing SelectScience campaign. Translation, transcription and subtitling services are also available at an additional cost.

**Editorial In-Lab Video**

**What is an Editorial In-Lab Video?**
- A video interview with a scientist that takes place in their place of work.
- 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.
- A SelectScience branded video that provides an independent and 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.
- [In-lab video example >>](#)

**Content Recommendations**
- A key customer or thought leader in a high-profile institute or hot topic area of science.

**Content Deadline**
- Interviewee details to be provided 12 weeks before video delivery date.
- International travel must be booked a minimum of 3 months in advance of the video delivery date as well. Travel to regions outside of North America and Europe may incur additional costs.

**Content Guidelines**
- Interviewee details needed include name, email address, title, company, telephone number – additional information such as application area, products being used etc. to be provided in the briefing document that will be shared with you to complete and return to SelectScience.
- Full editorial support: A SelectScience Editor will oversee the production process and will be in attendance on the day of the filming and interviewing of your scientist customer.
- A high-quality, 3–4-minute video (.mp4) will be provided, with independent and trusted SelectScience branding. Licensing will be included so you can use the video in your own marketing materials.
- Support to publish your content on your own website and your customers’ channels.

Additional email and social media promotion packages are available at an additional cost, or you can use the video in your existing SelectScience campaign. Translation, transcription and subtitling services are also available at an additional cost.

**Video Filming at a Show**

**What is Video Filming at a Show:**
• Showcase your products in action with a 2–3-minute 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.
• Video examples:
  - Internal interviewee at show >>
  - External interviewee at show >>

Content Deadline
• Interviewee details to be provided a minimum of 4 weeks prior to the show.

Arranging your filming slot
• Filming slots are allocated on a first come, first served basis.
• Filming at the booth/in the exhibit hall can only take place during exhibition hours.
• Filming inside the exhibit hall is subject to approval by the host organization and in some instances, approval may need to be sought by you/the sponsor, but we will advise clearly when this is the case.

Content Guidelines
• Interviewee details needed include name, email address, title, telephone number, booth number/suite number at conference – additional information such as product being promoted, key applications to be highlighted etc. can be provided closer to the time.
• Full editorial support: A SelectScience Editor will oversee the production process and will be in attendance on the day of the filming and interviewing of your scientist customer.
• A high-quality, 2–3-minute video (.mp4) will be provided, with independent and trusted SelectScience branding and licensing included so you can use the video in your own marketing materials.
• Support to publish your content on your own website and your customers’ channels.

Additional email and social media promotion packages are available at an additional cost, or you can use the video in your existing SelectScience campaign. Translation, transcription and subtitling services are also available at an additional cost.

30- or 60-Minute Presentation Filming at a Show

What is Presentation Filming at a Show?
• Record your in-person presentation or workshop in high quality and open it up to a wider audience who would not have been able to attend.
• Options for a presentation either 30 minutes or a 60 minutes in length.
• The production includes high-quality sound recording using wireless microphones.
• There will be one static camera angle of the speaker with slides overlayed in post-production. (Any live interaction with the slides e.g. with a pointer will not be recorded.)
• The live audience will not be recorded.
• Video example:  
  Presentation at show >>

Content Deadline
• Provide the timeslot for your presentation as early as possible to avoid disappointment. We allocate filming slots on a first come, first served basis. If your time slot is not available, we will not be able to record your presentation.
• Let us know the room where the presentation will be taking place and the name of the speaker a minimum of 2 weeks prior to the recording date.
• We will require the slide deck of the presentation – this should be sent to us promptly/the day of the presentation to avoid any delays in publication.

Additional email and social media promotion packages are available at an additional cost, or you can use the video in your existing SelectScience campaign. Translation, transcription and subtitling services are also available at an additional cost.

Custom Animation Video

What is a Custom Animation Video?
• The SelectScience Editorial and Video team will produce a high-quality, engaging one-minute SelectScience branded animation video, highlighting key messages about your important technology or research topic. This will be a 2D infographic-style animation.
• Animation example >>

Content Recommendations
• We recommend your one-minute animation video covers up to a maximum of six key points about your chosen technology or topic.
• For the best performance, your chosen key points should avoid advertising the product specifically or directly but instead educate the viewer on the technology/process.
• Provide photos or images of any key products you would like to feature in the animation.

Content Deadline
• A completed brief and any related content for custom animation videos is due 16 weeks prior to the publication date of the animation video.

Content Guidelines
• A briefing document will be shared with you to complete and return along with any related materials, such as product images.
• Full editorial support: A SelectScience Editor and Video Producer will oversee the management and production process, and provide expert direction.
• A high-quality one-minute online animation video and video file (.mp4) will be provided, with independent and trusted SelectScience branding. Licensing will be included so you can use the video in your own marketing materials.

Additional email and social media promotion packages are available at an additional cost, or you can use the video in your existing SelectScience campaign. Translation, transcription and subtitling services are also available at an additional cost.

**Video Extras**

• Editorial input: Content guidance and storyboarding.
• Full editorial support: Full production coordination; from helping to contact your chosen speaker to content guidance, along with attendance on the day of filming and interviewing the scientist.
• Voiceover.
• Music.

**Article Content Production**

**What is Article Content Production?**

• SelectScience Editors will provide a high-quality, educational article featuring your experts and customers.
• The SelectScience trusted and independent brand gives you access to high-profile institutes.
• The exceptional results inspire organic sharing while our social media experts guarantee an extended reach through well targeted social media campaigns.

• **View an example here>>**

**Content Recommendations**

• A key customer or thought leader.
• An internal expert, such as an application specialist, who can talk about the benefits and applications of your technology.

**Content Deadline**

• Interviewee details to be provided 6 weeks before article delivery date.

**Content Guidelines**

• Interviewee details needed include name, email address, title, company, telephone number and any additional information such as application area, products being used etc. to be provided in the briefing document that will be shared with you to complete and return.
• Full editorial support: A SelectScience Editor will oversee the management and production process and provide expert direction.
• A high-quality online article will be provided, with independent and trusted SelectScience branding.
• Support to share your content on your own website and your customers’ channels.

Additional email and social media promotion packages are available at an additional cost, or you can use the article in your existing SelectScience campaign. Translation and transcription services are also available at an additional cost.

**Visual Storytelling Content Production**

**What is a Visual Storytelling Content Hub?**

- A co-branded webpage of high-quality visual design that gives the audience access to your best content and information.
- Content hub: A bespoke special feature page that acts as a resource library directing users to relevant and related content around a specific topic. This can be:
  - Portfolio-focused, where users are directed to specific products and associated resources
  - Resource-focused, where users are directed towards expert information and resources on the chosen topic
  - Education-focused, which is a hybrid approach with a mix of editorial content, resource downloads, and product information.
- Immersive articles: An engaging editorial article that is built with visual storytelling elements around the chosen theme.
  - **View an example here>>**

**Content Recommendations**

- Up to 20 resources around your chosen application/workflow/portfolio. This can include application notes, videos, webinars, articles, blog posts.
- An associated product – applicable information and a SelectScience review, if relevant and possible.

**Content Deadline**

- The completed editorial brief and all content to be supplied at least 12 weeks before delivery date.

**Content Guidelines**

- All provided content will be uploaded and linked to the SelectScience website to ensure a pleasant user experience.

Full editorial support will be provided: A SelectScience Editor will provide expert direction during the planning stages, oversee the creation and delivery processes, and support the promotion of this content to the SelectScience audience and across your own channels.
Additional email and social media promotion packages are available at an additional cost, or you can use the content hub in your existing SelectScience campaign.

**Decision Tree Product Purchasing Guide**

**What is a Decision Tree Product Purchasing Guide?**

- User-friendly, responsive forms and surveys that can be embedded into a website, set as a pop-up or set as a stand-alone form, with the aim of guiding the user towards the right solution for them.
- [View an example here>>](#)

**Content Recommendations**

- Product-focused: If a sponsor is looking for leads, and has a range of similar products, the tool can help guide a user towards the best product for their needs, without the user needing to know the specifics of each product.
- Resource focused: If a sponsor is looking for brand awareness, users can directed towards certain information/resources. This can still be lead-generating if the resources directed to are downloads.

**Content Deadline**

- All content to be provided at least 12 weeks prior to delivery date.
- Reporting for 6 months, after which the decision tree will remain on the SelectScience website, but reporting will cease – no amendments can be made to the logic of the decision tree during this term.

**Content Guidelines**

- A table of questions and potential answers (simple) or a flowchart showing question progression (more complex) is required.

Additional email and social media promotion packages are available at an additional cost, or you can use the video in your existing SelectScience campaign.

**Infographic Content Creation**

**What is an Infographic?**

- A co-branded PDF design with the aim of visually representing information or data in an easy-to-understand format, with minimal text.
- [View an example here>>](#)

**Content Recommendations**

- Data from a recent customer or market research survey.
- A specific topic, challenge, or workflow that you are looking to raise awareness of.
• An associated product – applicable information and a SelectScience review, if relevant and possible.

Content Deadline
• The completed editorial brief and all content to be supplied at least 12 weeks before delivery date.

Content Guidelines
• Full editorial support: A SelectScience Editor will oversee the design, from the initial concepts, through to the final PDF version.
• The content and format of the infographic will be decided during an editorial-led kick-off call with the sponsor.

Additional email and social media promotion packages are available at an additional cost, or you can use the video in your existing SelectScience campaign.

Image submissions: Any images supplied for publication must have a license for usage. Any liabilities arising from the incorrect use of an image supplied to SelectScience and published on the SelectScience website 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.

For more information contact your Account Manager.

Contact the SelectScience sales team to request our Media Kit »