**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.