



WORLD VIEW  
PRODUCTIONS, LTD

Let's Get  
**POSITIVELY INSPIRED**

# BRING YOUR AUDIENCE TO YOUR ORGANIZATION

PRODUCING AN IMPACTFUL VIDEO OR  
VIDEO CAMPAIGN

*2/22/25*

# WHO'S IN THE ROOM?

## BOB MARAIST

The owner of World View Productions Ltd, a full-service media production company producing content worldwide. With more than 30 years' experience collaborating with corporations, film, television and non-profit partners he has delivered productions to audiences around the world in more than 20 languages, telling thousands of stories.

## JEAN MARAIST

Having been a certified [adaptive riding](#) instructor with Main Stay for more than 25 years, along with being a licensed occupational therapist and a lifelong equestrian, **Jean has dedicated her life to helping individuals through equine-assisted services. She has not only helped Main Stay grow into the successful program it is today but also has been actively involved in educating individuals and expanding the reach and quality of equine-assisted services on a regional and national level.**



# WHY VIDEO

***...Marketers are heavily leveraging video content throughout their journey. The numbers back up why. 60% of time spent on social media today is watching videos, and viewers retain 95% of the message compared to just 10% in text ads.***

***In today's digital environment, genuine connection is what sets brands apart. It's clear that building personalized brand awareness across the buying journey solidifies a foundation for long-term investment.***

*Forbes*

# What do we hope to accomplish?

This is about making an impactful video, not daily content

- Daily social media usage refers to the routine, often passive scrolling through various platforms
- An impactful social media or video campaign is a deliberate, strategic effort to achieve a specific goal through well-designed content and targeted outreach, usually with a clear message and call-to-action, generating a significant level of engagement and achieving measurable results beyond just casual browsing; essentially, the difference lies between passively consuming content and actively participating in a campaign designed to drive action or awareness.
- Daily content examples: Small announcement, reminders, a moment from the day, brief highlight of product or activity, special timely offer, text or graphic driven, and more.

# HIGH IMPACT

- Touches on the **issues** facing your organization and those you service.
- **Emotional Tone:** Balance the emotional weight of the video with positivity and hope.
- Show the existing and potential for change and the positive outcomes
- HIGH IMPACT MOVES YOU & EVENTUALLY YOUR AUDIENCE!!
- Engage their emotions!! Aim for a physiological reaction
- Emotional roller coaster
- Your audience should believe, deep down, they can make a difference by being a part of this organization
- You may only get this ONE opportunity

# CREATIVE DECISIONS

- How you want your message delivered determines the creative direction
  - Narration over footage
  - Infographics or animation
  - Documentary style like testimonials and scenes
    - In house expert or representative
  - Scripted narrative
  - E-learning
  - Montage set to music or music video
- General awareness organizational brand video
- Specific products or services deep dive
- Harvesting many videos from one production
- What's the expected shelf life



# TESTIMONIAL – THE MOST TRUSTWORTHY APPROACH

- When you buy a product or service, don't you consider the reviews? Do you choose the 1 star or 4 star?
- Choose an individual/family from your organization that will enthusiastically testify to the benefits of your org thru tears of joy, excitement, humor
- Everything you think you need to say, can be shown or said by the client
- Sometimes, to save time, a text card can help punctuate or transition
- STATS AND PROCEDURAL ELEMENTS
  - Keep them to lead-ins or description in the mode of delivery
  - Unless they really set the stage

# Maddy's Story

- <https://vimeo.com/850756170>
- After a family tragedy, young Maddy's shock renders her stuck and unable to communicate. See how the horse, staff, and volunteers at Main Stay Therapeutic Farm work together to help Maddy get unstuck.
- World view Productions, Ltd is honored to be helping share the stories of Main Stay students whose lives have been changed by this incredible place.
- Main Stay Therapeutic Farm's mission-driven programs offer the opportunity to empower individuals of all ages to reach their highest potential through therapeutic horsemanship, riding and animal assisted learning programs.
- <https://mainstayfarm.org/>

# THE BASICS

- What are you trying to accomplish with YOUR video?
- Who is the audience?
- What do they need to know about your organization
  - Identify key services provided
  - choose one to focus on (We'll discuss General awareness videos later)

# Arc of a story

- **The Hero's Journey – Joseph Campbell**
  - Think of Wizard of OZ or Star Wars
- Ordinary World
  - Then something happens
  - What happens during these tough times
- Call to adventure
  - Start problem solving
  - Outside comfort zone
- Refuse call, If avoid problem, then more problems!
- Meeting the mentor
- Cross the threshold to new journey. Point of no return
- The ordeal/Transformation
  - Who they become in pursuit of the goal
  - Problems are part of life
- Return & Elixir
  - Real hero has something to give

- Write a pitch to your team
- The elevator pitch is like a mission statement, concise
- Use the Basics and arc of a story for structure

# PRACTICE YOUR PITCH

# STORY TO INTERVIEW

- INTERVIEW IS THE MOST COMMON STRUCTURE OF THE TESTIMONIAL VIDEO
- ALWAYS ASK OPEN QUESTIONS
- GATHERING POSSIBILITIES
- STORY BACKBONE - Beginning, Middle, End – Before, During, After
- STAKES, STAKES, STAKES
  - Informs the audience WHY YOU EXIST
    - If your clients didn't have life challenges, they wouldn't need you
    - There must be contrast, otherwise there's no transformation
  - GET INTO THE CHALLENGES
    - **We all agree this is not about labeling & this can be a sensitive topic**
    - They've lived it
    - Someone on your team continually evaluates them, and likely asks exploratory questions throughout a lesson.
    - They talk about it, deal with it daily with other clinicians
- LAYERS

# BEFORE

- Clients life **before** your organization
  - What was life like before they discovered you
  - Challenges and their effect in everyday life
  - What did they DESIRE to change
  - Hopes
  - What was keeping them from fulfilling hopes
- CONNECT IT YOUR ORG

# DURING

- **During** engagement with your organization
  - How did they find out about you
  - First arrived, early days, weeks
  - Have them “Narrate” some steps of favorite &/or most impactful activities
    - Make sure you can film them
  - Arc of overcoming the issue
    - Progression of benefits
    - Transformation
  - Is it translating to outside life, life at home
- CONNECT IT YOUR ORG

# AFTER

- **After having some success**
- What does the future look like, now that they engage with your org
- Transformation - Personal growth continuing into the future
- Plan on continuing
- CONNECT IT YOUR ORG



# Practice your Q's

2 minutes

# NUTS & BOLTS OF FILMING THE INTERVIEW

- Location
  - Space
    - Separate the subject from background
    - Enough room for 3 people, chairs, lights, mic
    - 2 hrs dedicated = 1 hr set-up + 30 min INT + 15 min wrap
  - Background
    - Pleasant, subject appropriate
    - Not plain, but not distracting
    - Avoid blown out windows
  - Lighting
    - Rembrandt
      - At least frontal
    - Key, fill, back, background
  - avoid background distractions
  - Avoid the area where you'll see the rider activity

# Location samples



# Filming Cont.

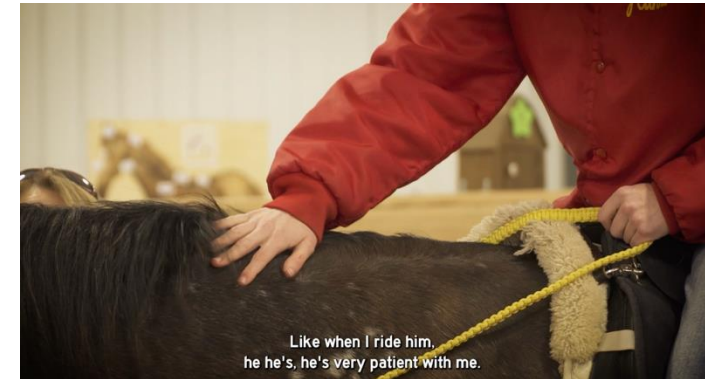
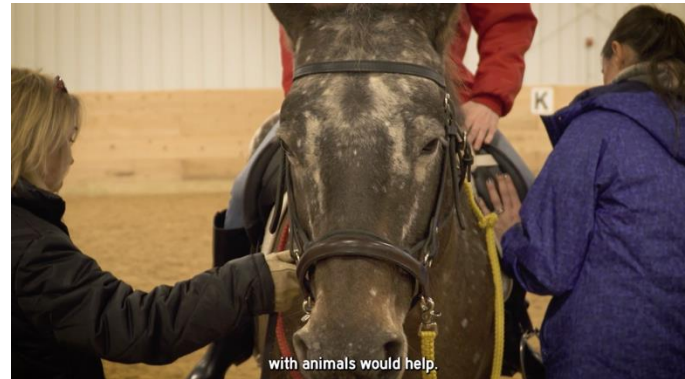
- What camera do I use
  - Pro, 4K sized for documentary
  - Pro dslr for 2<sup>nd</sup> angle
  - TRIPOD
- Sound
  - Closer the mic, the better the sound of the source
  - Avoid ambient noise
    - No mechanical's
    - People talking, etc
  - Shotgun & lav

# Cont.



# CAPTURING SCENES

- MOMENTS, MOMENTS, MOMENTS
- Picture
  - Establish where we are
  - Wide shot, medium, close-up, repeat
    - Someone entering a room, space, activity
  - Action, Reaction
  - Change angles, but consider 180 rule



# Scenes cont.

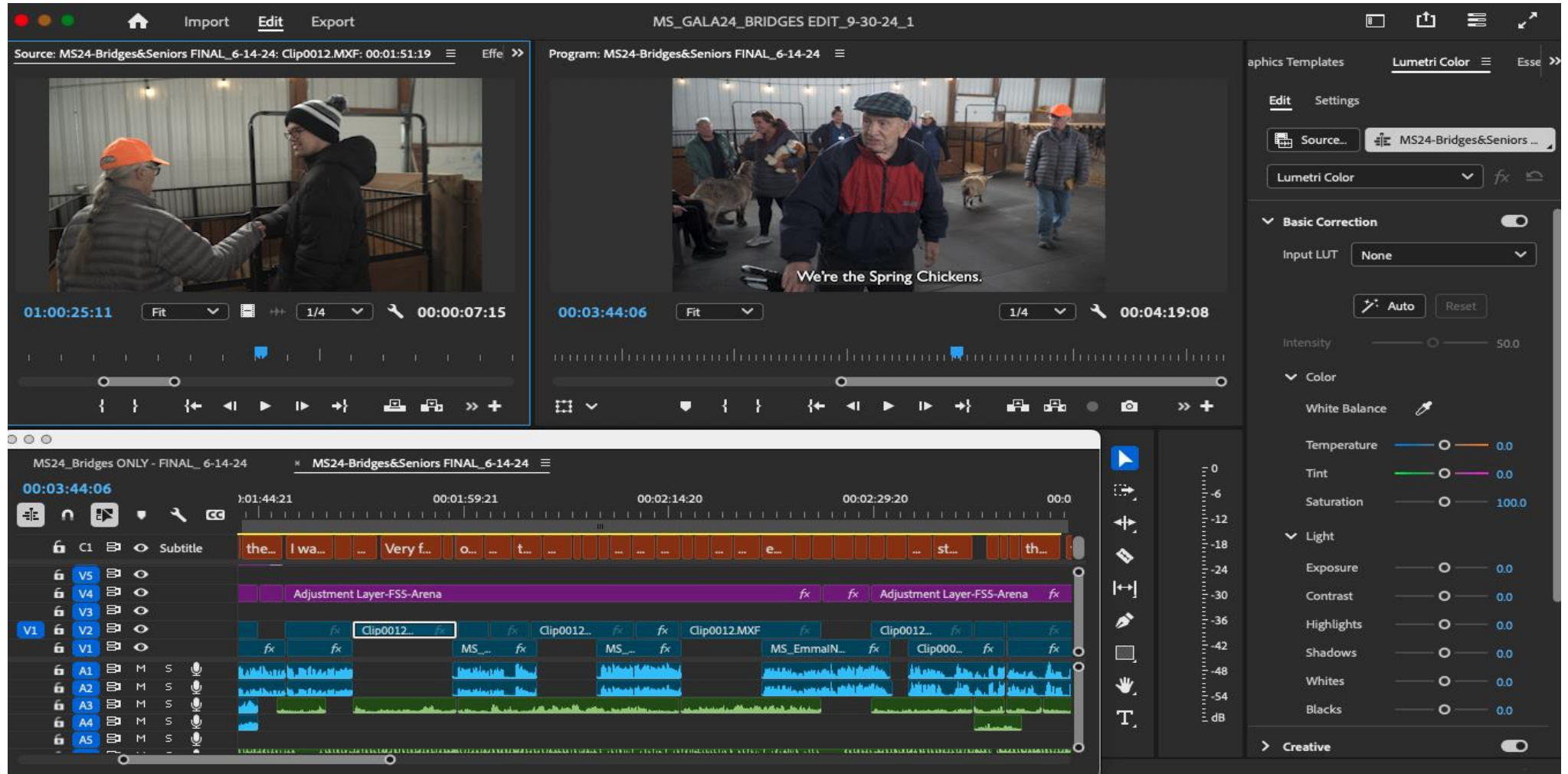
- Sound
  - Closer the mic, the better the sound of the source
  - Wireless
    - At least on the instructor
    - 2<sup>nd</sup> on rider if they communicate audibly
      - Or on saddle
      - Or on main volunteer closest to rider
  - Directional mic on camera
- Support or specialty rigs
  - Stabilizer, mini-dolly



# POST PRODUCTION

- This is the edit, where we pull together all the elements called for in the script or outline
- Transcripts from interview & scenes are created, edited, and organized. Decide if you have time to do or approve this stage
- Tone of the piece sets the tone of the music
- Narration recording, if not done in the field, would be recorded in studio. Sometimes the director/editor does a “scratch track,” which is a rough recording of any script being narrated. This sets timing for the edit, and identifies any script changes, which should be made here
- Intricate graphics (GFX) should be in development before get to post
- PICTURE LOCK is when the timing of all the elements are finalized
- Audio sweetening identifies needs for sound effects, SFX
- Final sound mix & color correction & captions are done AFTER picture lock

# POST PRODUCTION



# MULTIPLE VIDEOS FOR EVENT OR PERIOD OF TIME

- Main Stay shows 4 videos at their gala
  - Some new, some repurposed
- Each video should be unique, not beating the same drum
- Highlight different aspects in each video
  - Group vs privates vs pairing
  - Different services
  - Different areas or locations of your organization
  - Varying challenges or levels of challenges
  - Diversity – Age, race, gender
  - Riding vs animal assisted
- In 15 yrs, delivering 2-4 videos/year, don't think there's two alike



# HARVESTING MANY FROM ONE

From the original production, you can produce multiple products:

- Website videos
  - General Awareness
  - Deeper dives
- Social media
- Live event presentations:
  - fund-raising/philanthropic/gala event
  - celebration and recognition
  - corporate events
  - trade-shows/conventions
  - new product or service launch
- Classroom and virtual learning media
- Training tools:
  - general information
  - product-specific media
  - job-specific training
- Series of shorts or short film
- Longer films created from a series of videos

# CONTRACT vs DIY

- Some types of videos are best DIY
  - Day to day content

## BUDGETING – If bringing in outside resources

- Time-Quality-Cost
- Contractor should agree to a FLAT RATE
- Efficiency through collaboration
- How much of the production process will a vendor be helping with
- What's the creative direction
- What's the scope of the production requirements
- What's the production quality you expect
- How many deliverables
- Main Stay gets a 20 to 1 ROI (Return On Impact)



# WHEN THEY SEE THE LIGHTER SIDE OF LIFE

- <https://vimeo.com/958718077>
- After school services are no longer available, Grace and her parents turn to Main Stay Therapeutic Farm to more than fill the void, and her excitement shows!
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- Main Stay Therapeutic Farm's mission-driven programs offer the opportunity to empower individuals of all ages to reach their highest potential through therapeutic horsemanship, riding and animal assisted learning programs.
- <https://mainstayfarm.org>

# WHEN VIDEOS MAKE AN IMPACT

After last years Main Stay Gala, a survey question asked:

*Was there a particular moment during the gala that strengthened your connection to our farm and its mission?*

- ***The videos were great. My husband now knows why I love this place.***
- ***Your videos were amazing and gave me a really good understanding of your mission***
- *The video presentation*
- *During the videos and everyone coming together to watch/participate.*
- *The program and videos are wonderful!*
- ***I loved the videos; they were so inspiring. You make a big difference in peoples lives***
- *The videos are always awesome!*
- ***I loved seeing the seniors and how they react to the animals.***
- ***I really enjoyed watching the videos and seeing the difference made in the riders' lives***
- *The videos of the people you serve*

- *The video presentations were very touching*
- *Video presentation*
- *The videos are wonderful!!*
- *The videos always make me emotional*
- ***the videos and pledging are always heartfelt and real***
- *The wonderful videos!*
- *The video presentation was heartwarming*
- ***The videos always tug on your heart.***
- ***The videos. They let us see parts of the organization that we may not work with and reminds us why we do this work.***
- ***Yes, watching the video on how the services provided at the farm impact people's life. Dealing with elderly people is very hard for me since I lost my dad couple years ago, so watching how the seniors were happier around the animals was strong, wishing my dad was still around so I could bring him to the farm to get his healing too.***

# QUESTIONS?

For more information go to  
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