

# PAC & Grassroots Videos That Have an Impact

HEATHER CUTLER, VICE PRESIDENT, CLIENT EXPERIENCE

BEAR BAKER, VICE PRESIDENT, VIDEO SERVICES

seventy<sup>o</sup>  
strategies



# About SevenTwenty Strategies

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- Public Relations/Public Affairs agency with deep roots in PAC & Advocacy
- Online advocacy, communications, PAC, Media
- Advocacy strategies for Fortune 500 corporations, trade associations and non-profits
- PAC strategy, compliance and strategic communications
- Various industry honors

# SevenTwenty Clients

ExxonMobil

PhARMA



Walmart



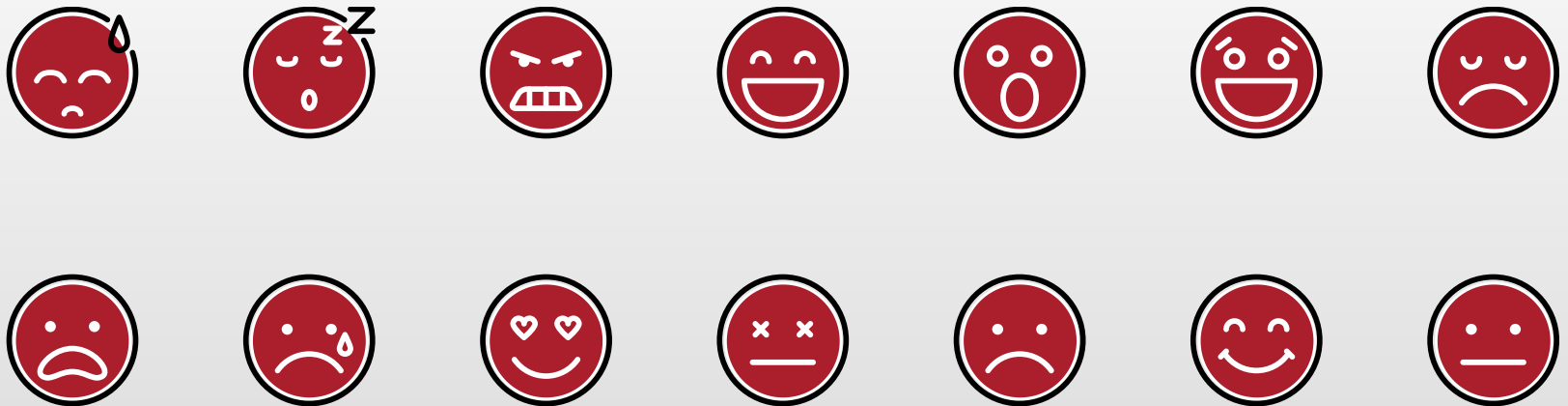
29 of the Fortune 500



# PAC & Grassroots videos

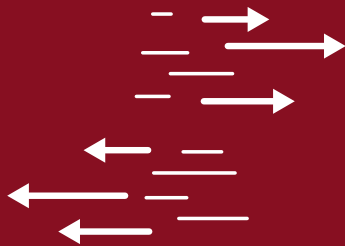
Why advocacy videos?

- It is all about a feeling
- Videos elicit various emotions
- Brand Accessibility

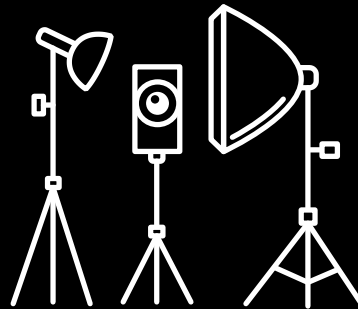


# Types of Advocacy videos

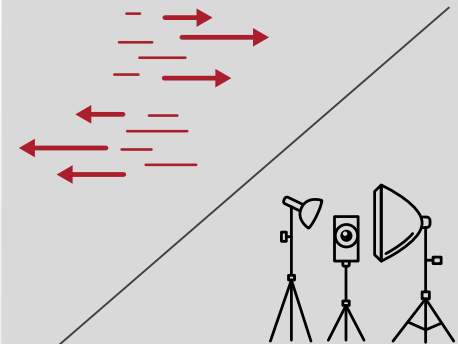
## ANIMATION

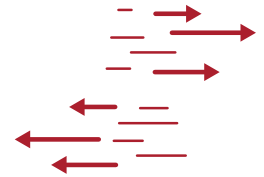


## LIVE SHOTS



## HYBRID VIDEOS





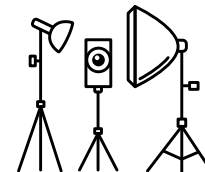
## Benefits

- Inexpensive, easy to produce, small file size
- Easy to update
- Fun to watch, sometimes whimsical

## Best Used For:

- Education & introduction campaigns
- Statistics & lists
- Myth-busting
- Calls to action

# Live Shoots



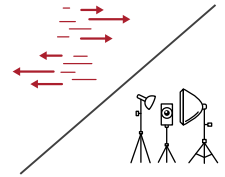
## Benefits

- Familiar faces in familiar places

## Best Used For:

- Peer to peer outreach, connecting organizational campuses to one another, solicitation, communicating urgency

# Hybrid Videos



## Benefits

- Cost efficient
- Both informative & compelling

## Best Used For:

- Education & activation

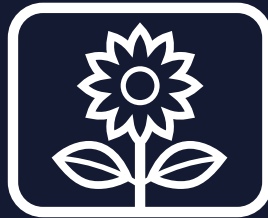


# Video Components

THEMES &  
MESSAGES



VISUALS



MUSIC



CALLS TO  
ACTION





## Themes & Messaging

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- Message development
- Organizational culture
- Developing a script



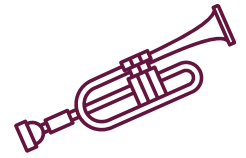
- Branding considerations
- Diversity
- Use of color and imagery
- Production quality

# Music



- Beat/tempo of music
- Music licensing
- Emotional response to music

# Call to Action

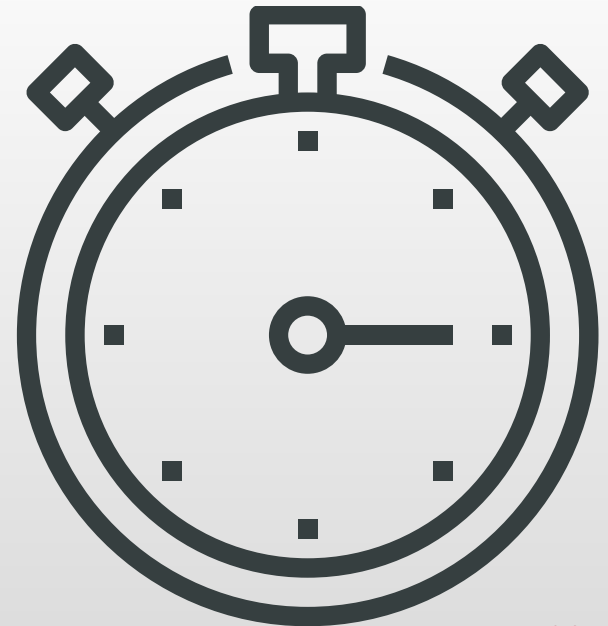


- Next steps for viewer
- Clear instructive message
- Story telling to compel activity
- Include expected outcome

## Other Video Components

# Run time matters!

- Psychology behind run time
- Ideal length of advocacy videos-under 90 seconds
- Social media videos-30 seconds
- Why videos run long



## Traditional Vehicles

- E-mail
- Meetings
- Organizational websites
- Social media

## Non-traditional Vehicles

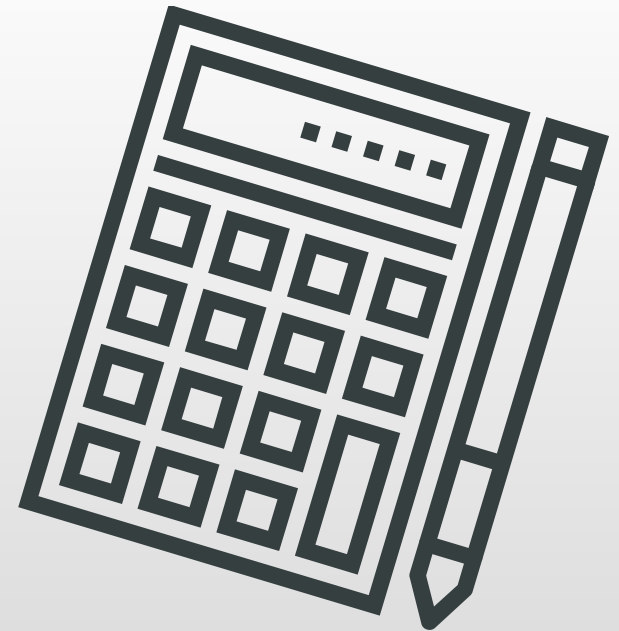
- Targeted pre-roll
- Training sessions





# Budget considerations

- Type of video
  - Animated
  - Hybrid
  - Live shoot
- Use of paid talent
- Filming costs-lighting, make up, various locations
- Production quality
- Travel costs
- Distribution-TV spots, pre-roll & paid ads
- Updates to video



# Measuring outcomes

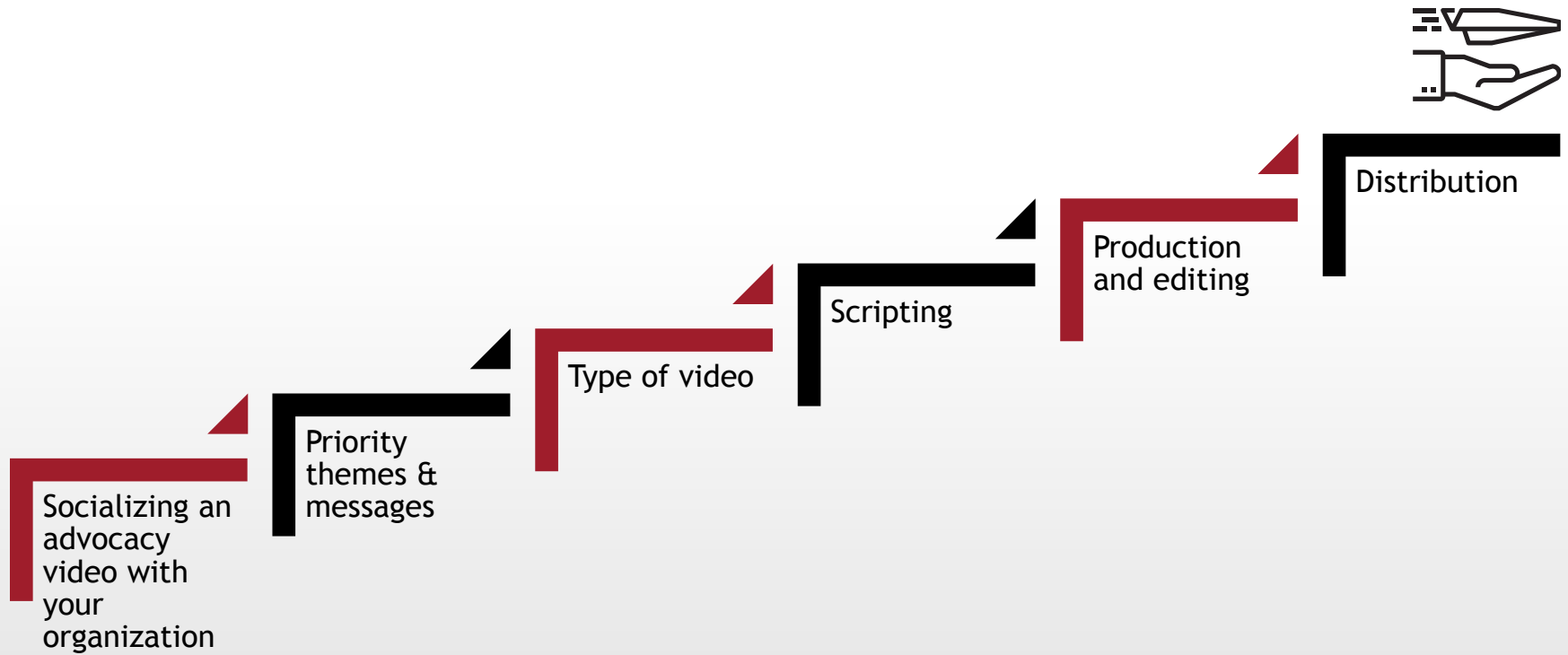


- Number of views,
- Length of view time,
- Follow through on call to action-dollars raised,
- Letters sent
- Website



- Click throughs-YouTube

# Next steps





# Questions?

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## SevenTwenty Strategies

[www.seventwentystrategies.com](http://www.seventwentystrategies.com)

1220 19th Street, NW, Suite 300

Washington, DC 20036

202/962-3955

[heather.cutler@720strategies.com](mailto:heather.cutler@720strategies.com)

[bear.baker@720strategies.com](mailto:bear.baker@720strategies.com)