


11. Read More Video

This may sound contra-intuitive – but sometimes it makes a lot of sense to make a video that IS a summary of a larger news story and has the purpose of driving the viewer to another piece of content.

This makes it easy to work with and is very easy to produce as an offshoot to a press release or a news story that you will publish anyway.

This is more or less the headline and preamble from a press release.

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 [Play example](#)

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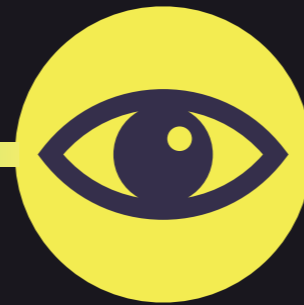
Story Basics

A great feature in a story format is that it's frictionless to produce. And having the freedom to – for once – not tell the whole story reduces friction significantly. We often hold back on any communication just because it doesn't cover all the bases – even though communication that tries to achieve that most often falls flat.

So in having a format made for NOT telling it all – you can move with ease and get the most important part out there. And out there fast.

This is not as much a format as a process – a part of many other content processes. It will most often be the marketing for the "whole story," which is a bad thing by no means.

Don't be afraid to give just a "little" – because that is still a whole lot more than doing nothing because it would be too much work.



Where to find it?

You find these stories among your other stories. This is, as stated, a format that builds squarely on longer and more extensive pieces of information that you publish in other forms. It's the "video teaser" of your written press release, blog post, white paper, or report.


Don't overthink this – make a point out of doing these as often as you have the chance. There will be a tangible effect on having these videos to publish as well as regular links.



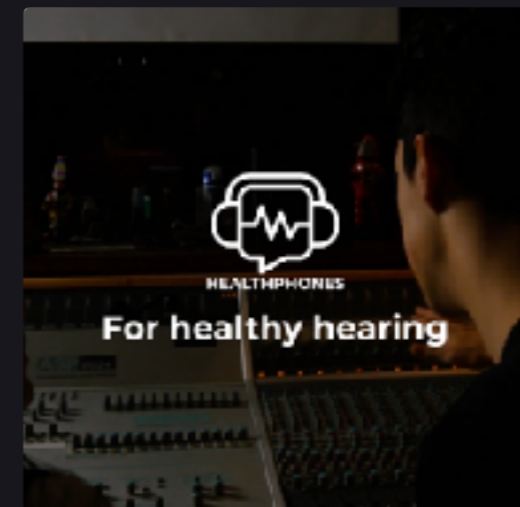
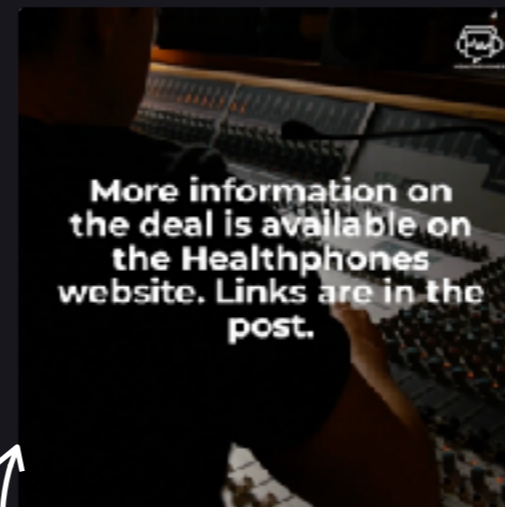
How to produce it!

This is a pure derivate of content that is already produced. Sometimes you summarize something, and sometimes you use headlines and preambles and "stop the story short" before referring to where the longer story lives.

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News Headline

Use a straightforward headline that tells the most important thing - what has happened; it should be a classic news headline, more or less.

News Summary

Use this to summarize the news and give the details you couldn't fit in the headline. Since this video is made for getting people to click and find more information, you should make this too long - it IS a teaser. So give the bare minimum - but still enough for someone who won't read more to understand what has happened.

More Information

Give more fully-fledged information on where to find more in the matter. You can skip this and go straight to the outro if you deem it sufficient.

Outro with message

Use a standard payoff/slogan or connect it to the script. That is very much a question from case to case.