


## 9. Us 3 – Short Survey

This is a very straightforward short "survey" on a particular question – that gives you a chance to get some more people "on board."

So regardless if you do this with internal or external people – viewers like to see other people.

And it's a great way to create identification and show diversity.

# Us 3 – Short Survey

 [Play example](#)

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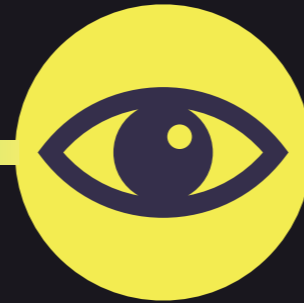
## Story Basics

**Doing these short survey** "person on the street" formats is an excellent way to collect a few voices, showing diversity and inclusion and creating traditionally popular content.

It can also serve as a great way to make the people who are being asked a bit special, which you can use internally and externally.

The survey question can be almost anything – although it should at least be loosely connected to what your organization does. But it's in the answers the value lies; it's just something we tend to like: Hearing other people's takes on something.

Mixing internal and external respondents can be an excellent way to show that the organization values the staff as much as the customers.



## Where to find it?

**These ideas are everywhere** – in general news or sector-specific news. Or in the general zeitgeist issues or cultural trends. Or the seasons.

The most efficient way to work with this is, of course, to plan well ahead since it's a format that you can plan out. So get a list going, and then start reaching out to people to answer.




## How to produce it!

**This format lends itself perfectly** to a pure digital collection. It's the short answer to a very clear question. And the more precise the question, the better the answer will work, and the less you have to edit.

Since the question is both the script's premise and a part of the script itself, it makes this format really easy to work with.

Ask the respondents to provide an image or a selfie video – and that's all you need.

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## Survey Question

Do a composite question like: "This has happened: Our question on the topic." Word this question carefully beforehand to make sure it fits the template.

## Survey Answer

The answer from the person. Make sure to keep it short, this is a rapid format, and we do not want to dwell.

## The Person

Name and information on the person. Make sure you get relevant details there; we want to create identification if we can.

## Outro with message

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