

## Video 'Elevator Pitch' Initiative

NZTE is promoting an initiative to encourage New Zealand export companies to develop high quality marketing material for an international audience. This would be based on a structured video format of approximately 3 minutes to articulate the company's value proposition.

### The Challenge:

In tough global market conditions, aggressive marketing investment has historically been a key differentiator for successful companies. NZ exporters need greater international visibility and well articulated value propositions, but in many cases;

- The quality of marketing collateral is poor or non-existent
- Companies have difficulty in differentiating themselves and articulating a clear value proposition
- There is poor utilisation of emerging web-marketing channels and NZ networks
- NZTE has minimal access to quality company content to support international initiatives and showcase companies

### One Solution:

Offer a facility to export companies to develop cost-effective, high quality 'elevator pitch' videos, around 3 minutes in length, with clear commercial objectives;

- A ceiling price of \$NZ5,000 (not inclusive of 'extras' like professional media training, sophisticated title animation, language translation/sub-titles etc.)
- Co-funding through the NZTE EDG-MD programme for existing recipients.
- Provide a list of participating production companies agreeing to price and pre-defined quality specifications.
- Offer a pre-structured elevator pitch model to get a consistent value proposition based on answering four basic questions;
  - *What is your market?*
  - *Why is it not being serviced?*
  - *What can you offer?*
  - *What value can you deliver?(includes reference 'talking heads')*
- Aim for quality company IP for website, web networks (eg YouTube), as a quality lead-in to presentations etc. for any export focussed company.

N.B. Export companies will contract directly with production companies. NZTE is simply orchestrating the exercise.

See these pilot films to show the expected level of quality;

<http://www.youtube.com/watch?v=VjEcFwh-13U>

[http://www.youtube.com/watch?v=aogv5cyEGNA&feature=channel\\_page](http://www.youtube.com/watch?v=aogv5cyEGNA&feature=channel_page)

<http://www.youtube.com/watch?v=VSYBsYSphmY>

NZTE are providing a list of production companies who will comply with the following criteria:

- **Delivery of a full video production within a ceiling price of \$5,000.00**
- **Delivery to the following guideline specification;**

#### **Resources**

- Director with formal training in film and television
- Camera operator with broad practical experience eg working for broadcast network
- Full-size broadcast HD camera (ie not a handheld, palm-sized HD camera)
- Professional sound recording and editing capability
- Camera dolly system and full lighting kit
- Tertiary-qualified editor and graphics designer

#### **Pre-production**

- Client liaison, including framework scripting round the elevator pitch model if required
- Location survey
- 1 day's filming, including minimum of two interviews with key personnel & cutaway shots
- Filming – High Definition professional format
- Some direction should be given to ensure good performance in front of camera. Note that companies could choose to use professional media coaches at their own cost.
- Depending on individual needs or capabilities, advice should be given as to the right mix of talking heads, voiceover, environmental content.
- Provision for basic/corrective make-up needs to eliminate shine, mitigate skin blemishes etc.
- A coherent , logical visualisation of the elevator pitch model

#### **Post-production**

- Up to 2 days editing, including 2D animation of company logo and supers (eg names, titles)
- Compression for webstreaming and DVD production.
- Allowance for rough edit(s), final cut and fine cut.
- Storage for future editing or updating.
- Baseline keys (titles) for all interviewees.
- A final audio mix.
- Depending on individual requirements, may need production music to drive the pace of the clip. Would be inclusive of a library music search and royalty fee for stock library music
- Depending on individual requirements, may need to integrate existing or additional footage (eg reference talking heads) and to include logos and

other graphics. Note that sophisticated title animation would be considered outside the standard requirement and budget.

- Final delivery in tape or other un-compressed format, as well as Windows media for Powerpoint, Flash (for YouTube etc.), as agreed with the client company.

It is understood that this is quite a demanding specification for this level of budget. However, this programme is aimed at all New Zealand export companies, offering an attractive price benefit to encourage widespread utilisation. It is hoped that volume interest will allow production companies to develop a 'factory approach' that can maintain quality while reducing costs.

NZTE will promote the initiative through its various networks and communications media, and will provide the list of production companies who wish to participate in the programme and who will comply with the specification.

User companies will be encouraged to contact and contract with production companies directly, with no NZTE involvement.

Based on user company feedback, NZTE reserve the right to discuss quality issues with the production company, which could affect a company's presence on the 'supply' list.

### **Mechanics of the Programme:**

NZTE will support the programme through;

- Identifying a list of video production companies who will agree to produce and deliver a video product to a set technical specification for a fixed price of \$5,000. This should include a basic level of presentation coaching.
- Enabling co-funding through the existing Enterprise Development Grant – Market Development funding (requiring an export focus). Note that new funding structures are currently being formulated which may alter the process required.
- Developing a standard framework for the video storyline, based on a elevator pitch structure, to encourage consistency and quality of content. (see below)

Participating organisations will;

- Contract directly with a listed production company.
- Develop a value proposition based on the provided elevator pitch framework. \*\*\*
- Claim up to 50% of the production costs through the EDG-MD funding process, if they are existing recipients of the fund.

\*\*\* Companies can of course develop to their own model. The price would have to be negotiated directly with the production company. As long as it met the criteria for EDG-MD, co-funding would still be available.

## The proposed Video Elevator Pitch model

Story Framework: loosely based on “Crossing the Chasm” elevator pitch model.

### Assumptions:

1. The viewing audience will know nothing of the company so the market context is necessary.
2. The viewing audience will be global, so the storyline should be simple and easy to understand.
3. The video should be focussed and not try to cover too much ground, perhaps emphasis on a single product or line of business.
4. The video should be location ‘agnostic’ ie the New Zealand element should only be mentioned if beneficial from a marketing perspective. Similarly size of company or age of company should be avoided.
5. The video should be able to ‘stand-alone’ as the company value proposition to achieve the elevator pitch objective ie to encourage the audience to want to know more.
6. The video should not be seen as an investment case vehicle ie slanted to investors, though could be a great front-end to an investment presentation.
7. 3 minutes is the estimated maximum viewing ‘interest’ time on YouTube, and is therefore an ideal maximum target length for the video. It should be short, sharp and to the point.
8. A critical benefit of the exercise is to enforce the discipline of good articulation of the company’s target market and its value proposition in as short a time as possible.
9. A script of approximately 180-200 words is a good rule-of-thumb for a 3 minute piece. However, in many cases, a more natural, conversation-style can be achieved by selective question prompts based on the elevator pitch structure.
10. The pitch should articulate the company response to the following four key question areas in that order. This will help maintain consistency of quality of message for global distribution, based on a proven elevator pitch model.

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### 1. **Who or what is your market?** c. 20-30 secs

- This will provide a background to the target market and its needs, and qualify your audience.
- The market could be geographical, an industry vertical, an age group, a perceived market trend etc., but it provides the context for your pitch.

### 2. **Why does the market need something different?** c. 20-30 secs

- Provide a background as to why the market need is not being effectively met. This identifies your opportunity, and positions your value proposition.
- This should provide a realistic analysis of options/competition (no disparagement)

3. **What do you have to offer?**

c. 1-1.5 mins

- Provide a clear picture of what your product or service is and what it delivers.
- Clearly state what your unique value proposition is that fills the market 'gap'.

4. **What value can you deliver?** c. 30secs-1 min

- Explain how your offering provides demonstrable, tangible (and quantifiable?) business or consumer benefit/advantage or fiscal return.
- Demonstrate references.

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This final section offers the opportunity for 'talking head' inserts by satisfied customers or business partners. These customer/partner clips should be 10-15 secs (max 2), and preferably with an international focus. Over time these can be changed with new inserts as they become available. **Note that it may be unlikely that these can be included in the initial film budget.**

It is suggested that companies,

- Seek to build up a small library of favoured customers/partners film clips over time
- Look for practical ways of developing these clips eg DIY during business trips to keep costs down. One-off professional shoots will usually be on a minimum half-day basis and will be relatively expensive. Sizeable customer/partner companies may have their own filming capability which could be utilised.
- Bear in mind that the 'talking head' inserts can be of a slightly different quality. Sound is perhaps more important than film quality.
- Accept that the initial film may be posted initially without talking heads and that these can be edited in at a future date.

**Important extra information for export companies:**

1. Although all the production companies have agreed to comply with the quality standards required in the specification, user companies should satisfy themselves as to capability before contracting.
2. The \$5,000 price offers minimal margin and is based around a rough estimate of 1 days filming and 1.5-2 days preparation and post-production/editing. Therefore

multi-day shooting, sophisticated title animation, professional media training and talking-head inserts should be considered as extras to be negotiated

3. All completed films can be hosted on the Made from New Zealand website ([www.madefromnewzealand.co.nz](http://www.madefromnewzealand.co.nz)). This is a free service and simply requires the company to register. The big advantage is that this site services the KEA network and gives immediate global visibility. NZTE would encourage all companies to do this.
4. More intensive media training (if required) is available through companies like Fit2Front ([www.fit2front.co.nz](http://www.fit2front.co.nz))  
Communique ([www.communique.co.nz](http://www.communique.co.nz))  
Cabix ([www.cabix.co.nz](http://www.cabix.co.nz))  
Network PR ([www.networkpr.co.nz](http://www.networkpr.co.nz))

Note that Fit2Front have offered a cost effective package for groups of 5 or 6 companies in a group training environment.

5. For those export companies who have a need for very high quality web access to their films anywhere in the world, Pure Productions Ltd. who offer a commercial global web network arrangement which offers 'local' access to web content. Hosted across 34000 servers in 71 countries around the world, the service allows every user in any country to have the same optimum experience in terms of quality and playability of your video. This could be important if supporting local distributor or re-seller organisations. Service charges start at about \$20 per month. Contact [info@pureproductions.co.nz](mailto:info@pureproductions.co.nz) for more details.  
A similar commercial global offering is offered by Screentime. Contact [steve@screentime.co.nz](mailto:steve@screentime.co.nz) for more details.