

# HOW TO REVIEW VIDEO PROJECTS: TIPS FOR MARKETERS AND REVIEWERS

Video projects are complex and time-consuming, so it's essential to keep the production process as efficient as possible. Please refer to the following tips to help minimize changes and maximize the quality of ZOLL videos.

## Planning/pre-production

**MARKETERS:** Please ensure that all stakeholders – including directors, managers, marketers, and creative team members – are aligned on content, tone, messaging, and imagery *prior to production*.

**MARKETERS/EDITORS:** Please review scripts closely prior to proof review. Check for:

- Accuracy of narrated content, including appropriate use of language and clarity of messaging
- Grammatical accuracy and flow of narrated content
- Spelling, grammar, and accuracy of on-screen content
- Correct spelling and use of trademark symbols in written content. (As in all written marketing content, trademark symbols need appear only on first mention of product name.)

Marketers may also choose to share the final script with their manager or director prior to production to ensure high-level buy-in.

*The cleaner and tighter the script, the quicker and easier the review process.*

## Reviewing videos

**PROJECT MANAGERS:** Please make sure all appropriate stakeholders are included on the review team: Marketer, video producer, project manager, creative/designer, and editor. Limit this team to only key members to avoid delays in the review process.

**ALL REVIEWERS:** First, please view the video proof from start to finish with no comments. Then review again (as many times as necessary) to check for the following elements:

### General flow, content, and timing/transitions

- Do the imagery and narration match and make sense?
- Are the transitions natural and easy to follow?
- Is the information accurate and appropriate for the audience?

### Copy

- Check spelling, grammar, branding, style, and consistency
- Are product names written consistently and trademarks placed correctly?

### Music/sound

- Does it seem appropriate and well-timed with the content? (Remember that the “words” you may hear faintly in the background are a watermark that will disappear in the final version.)

### Final overview

- Does the video effectively communicate its intended message? Are there minor edits or changes that could improve or enhance it without introducing multiple versions?