

# Video Guidelines

2023 - 2024

# Purpose of This Document

Global Marketing is a strategic partner when it comes to video creation. Our goal is to optimize and leverage your video(s) to maximize reach and visibility across all relevant platforms.

If you are looking to:

- 1. Create a video, whether it's for prospective students or internal marketing purposes
- 2. Understand the process for engaging Global Marketing to support your video creation; or,
- 3. Familiarize yourself with Fuqua's video guidance to better align your own videos to the larger content strategy

***You've come to the right place.***

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# Brand Foundation

## BRAND PILLARS (WHAT WE VALUE)

### Diversity of people

–

*Fuqua creates an environment that enables our leaders to learn from people vastly different from themselves.*

### Diversity of experience

–

*Growth and change at Fuqua happen when our students go outside of their comfort zones to develop new skills. We provide these opportunities in the classroom and beyond.*

The instinct to draw out strengths from the team to move toward a common goal

–

*The success of our leaders and students is grounded in our special way of working in which they draw out the best from their peers to get the best for their organizations.*

An environment that values winning the right way

–

*We believe that business should make a difference in the lives of others.*

## BRAND PERSONALITY (WHO WE ARE)

Our brand personality consists of human characteristics that capture the spirit of the Fuqua brand; it informs the tone and manner of Fuqua's communications, including our video style.

### Energizing

- Inspires others
- Gets everyone involved
- Bold

### Happy

- Smiles
- Keeps a positive attitude
- Genuine

Authentic  
(real  
moments, real  
emotions)

### Humble

- Takes responsibility
- Looks out for the team
- Grounded

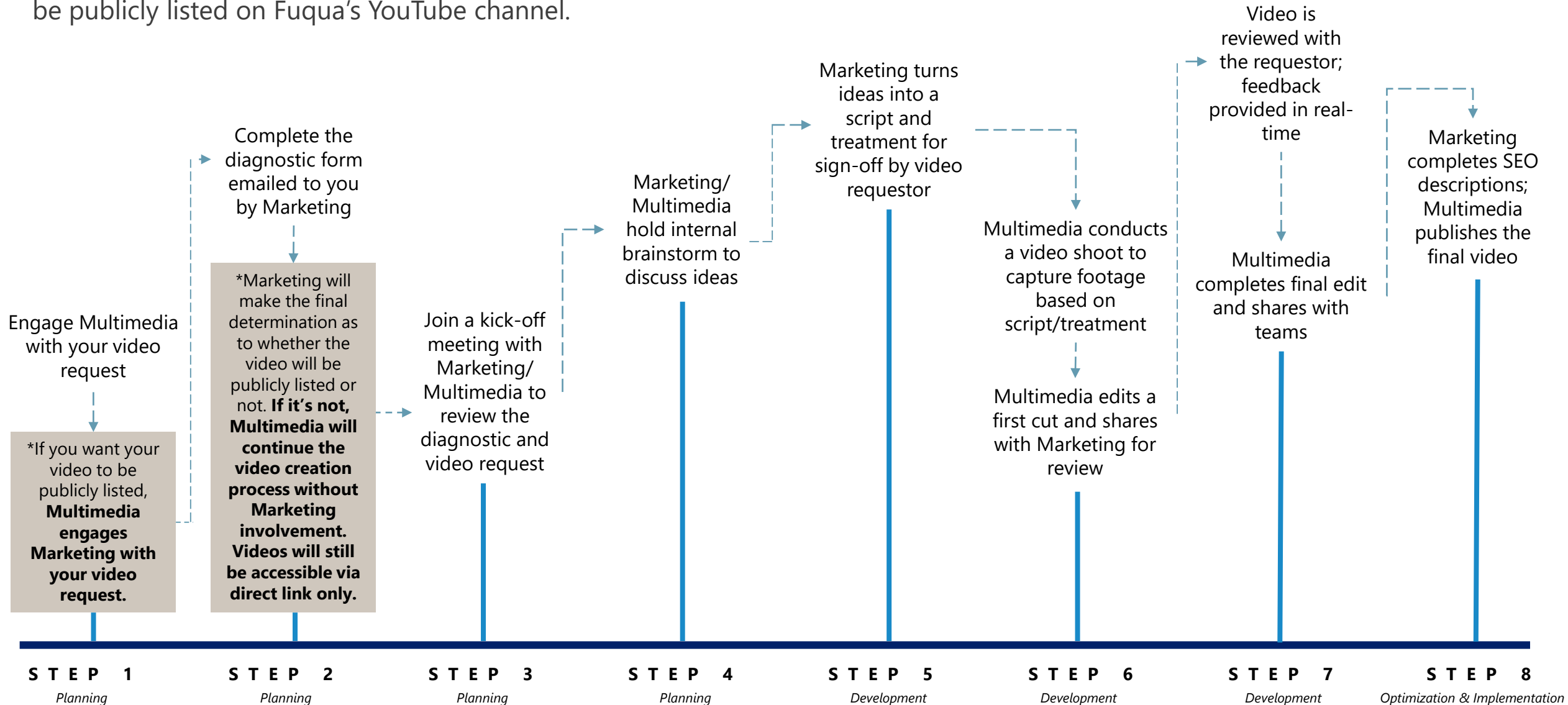
### Grit

- Works hard
- Instills confidence
- Enormously ambitious

# Getting Started

# Video Creation Process

The following process is for all prospective student-facing videos that will be publicly listed on Fuqua's YouTube channel.



# Video Strategy



# Our Objective

Establish a clear strategy for video creation that ensures all publicly listed videos are developed with a consistent style and tone of voice – serving as a positive representation of our school and the Fuqua brand.

# The Audience

PRIMARY

## PROSPECTIVE STUDENTS

(specifically Gen Z – born after 1997)

Content goal: experience Fuqua and/or demonstrate a unique aspect of Fuqua that shows – not tells – the value proposition of attending.

“Fuqua” = the culture, the programs, or the campus

## EVERYONE ELSE

(alumni, current students, staff, faculty, friends of the school, media, etc.)

Content goal: view or share the content made for prospective students. We will not create bespoke content for our secondary audience.

SECONDARY

# Content Buckets

Fuqua's YouTube strategy is categorized by the content buckets reflected below. Global Marketing supports video creation in each of these areas.



# Platforms

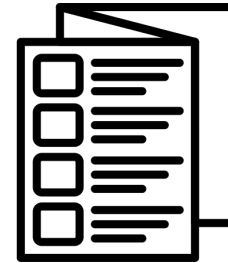
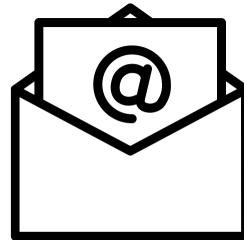
Strategic videos created in partnership with Global Marketing have the ability to reach audiences on multiple platforms. Marketing will assess the appropriate platforms for your video based on your departments'/teams' priorities, optimizing for reach and visibility.

STUDENT BLOGS

CAMPAIGNS

COLLATERAL

MEDIA RELATIONS



SOCIAL MEDIA

NEWSLETTERS

WEBSITE

COUNSELORS

# Video Guidance

# Video Style

Our video style should mirror Fuqua's approach to photography, designed to transport viewers into the experience as if they are a fly on the wall.

## AUTHENTIC

Videos should capture authentic interactions that make the viewer feel as if they are part of the moment, discussion, or experience. Always use real footage when possible and avoid trying to recreate or stage the experience.

## SUBSTANTIVE

Videos should be informative and educational. Avoid using filler footage or "fluff" if it doesn't add value or relevant context.

## ILLUSTRATIVE

"Show, don't tell." Use footage to illustrate the story instead of relying on technical features such as supers, lower thirds, and distracting music.

## PURPOSEFUL

Videos should always establish a desired outcome, objective, or takeaway. The viewer should feel a desire to take action after watching the video.

## NARRATED

Use subjects from the footage (faculty, students, staff, etc.) to narrate the video and add context to what the viewer is watching. Ensure the sound bites are relevant and help guide the overarching storyline.

## SIMPLE

Videos should never be overly complex or hard to follow. Three 1-minute videos are often more effective than one 3-minute video.

# TRANSLATING BRAND PILLARS INTO OUR STYLE

Video content is a reflection of the Fuqua brand, so our video style should remain consistent with our brand pillars.

	Diversity of people	Diversity of experience	The instinct to draw out strengths from the team to move toward a common goal	An environment that values winning the right way
BRAND PILLAR				
	Videos should reflect settings and moments that show students and leaders who are vastly different from one another to reflect our diverse community.	Our programs, curriculum, faculty, and the experience on campus is what sets us apart from other business schools. Videos should lean in to the uniqueness of the Fuqua experience, focusing on various nuances only found as a Fuquan.	Videos should encapsulate the teamwork mentality by capturing footage of students and teachers working together in groups vs. in isolation.	Winning the right way means staying true to ourselves and our brand, so videos should reflect authentic content, stories, and experiences.
VIDEO APPLICATION				

# Tone of Voice

When creating videos, it's important to remember your audience. The following traits encompass our *program-agnostic* tone of voice. Subtle variations and nuances in tone will shift slightly by program.

## What our tone is:

**L I V E L Y**

**C O N V E R S A T I O N A L**

**I N F O R M A T I V E**

**L I G H T H E A R T E D**

**I N C L U S I V E**

**S I N C E R E**

## What our tone is not:

**R A M B U N C T I O U S**

**S L A N G**

**D R Y**

**S I L L Y**

**P O L A R I Z I N G**

**C O N T R I V E D**



# Using Our Personality as Tone of Voice Proof Points

Fuqua's personality traits can be used as proof points when determining the types of emotional responses we are hoping to elicit. Ask yourself:

## Is it energizing?

- Does it inspire you?
- Does it show everyone involved?
- Is it bold? Does it show an element of risk-taking?

## Is it happy?

- Does it make you smile?
- Do you feel positive?
- Is it genuine?

## Is it humble?

- Does it show ownership and accountability?
- Does it show a teamwork mentality?
- Does it feel grounded (not fluffy)?

## Does it show grit?

- Does it show hard work?
- Does it instill confidence (in you or between people in the scene?)
- Is it enormously ambitious but not over confident?

At the video's core, does it show authenticity by capturing real moments, with real people, showing real emotions?

# What's Next?

# Let's Start Creating

Send an email to **Matthew Duckworth** in Multimedia ([Matthew.Duckworth@duke.edu](mailto:Matthew.Duckworth@duke.edu)) and **Rachel Berry** in Global Marketing ([Rachel.Berry@duke.edu](mailto:Rachel.Berry@duke.edu)).