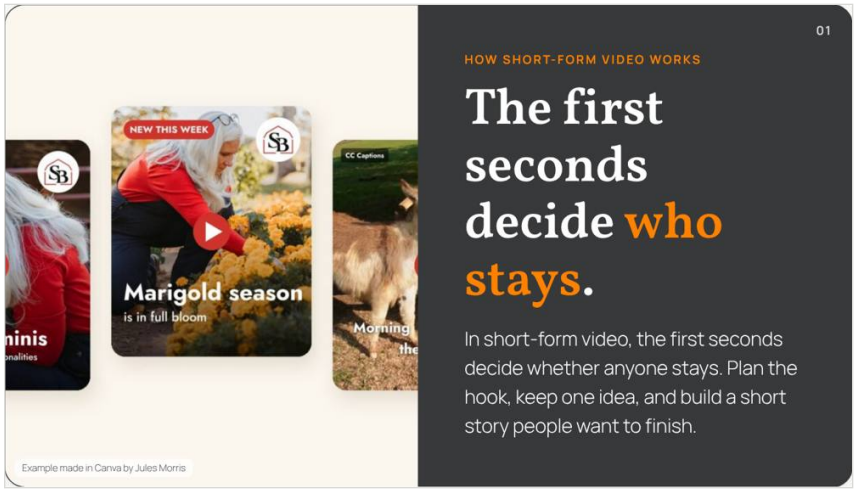
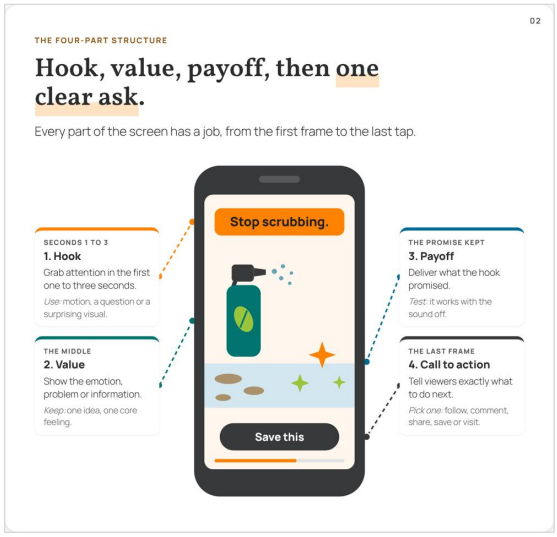
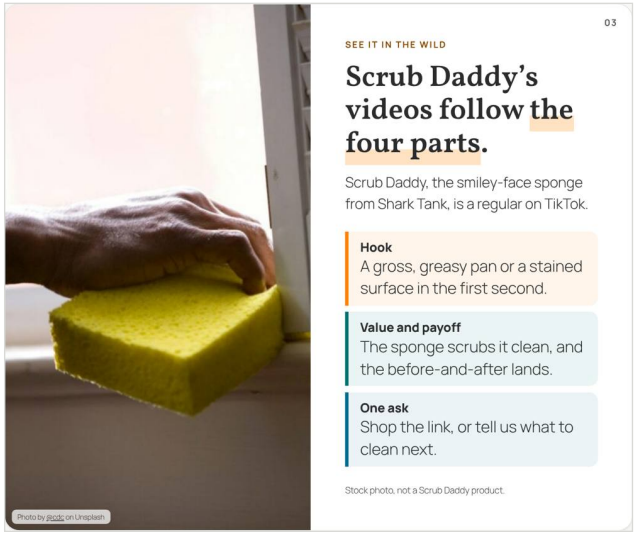


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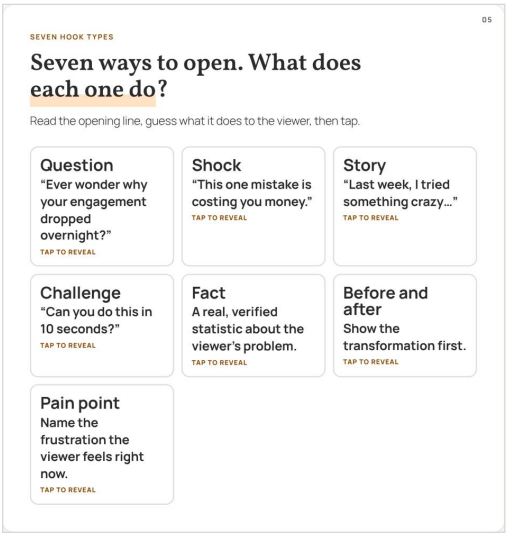
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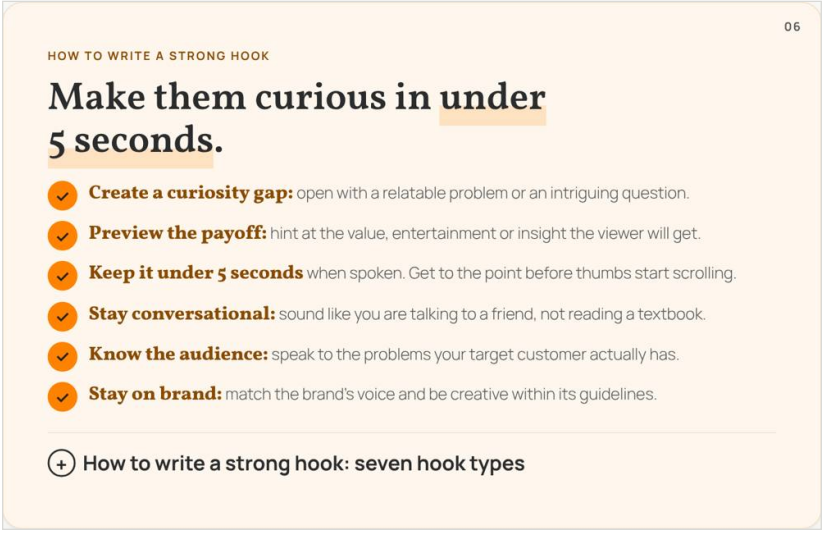
Slide 3



Slide 4



Slide 5



Slide 6

07

LEAD WITH THE BENEFIT, NOT THE ANNOUNCEMENT

A strong hook talks about the viewer.

A weak hook talks about the brand. A strong hook talks about the viewer.

Weak

"Today, we're excited to announce our new eco-friendly cleaning product and share details about its sustainable features."

Why: all about the company. No customer benefit, no curiosity, no urgency.

VS

Strong

"Stop scrubbing. This plant-based cleaner cuts through grime in seconds. Here's how."

Why: names a pain point, promises a clear benefit, and sets up a how-to that viewers want to finish.

Slide 7

08

WATCH THE HOOK

"Hello, ladies." Two words and you're in.

Old Spice, 2010. Watch the first three seconds, then watch how fast the scene keeps changing.



- **Hook type:** direct address. He talks to the viewer, not about the product.
- **Pace:** the set changes every few seconds with no cut you notice.
- **Job:** entertain first. The brand rides along with the joke.

Video: Old Spice on YouTube

Slide 8

09

WATCH THE HOOK

A raw egg and a mattress. You have to see what happens.

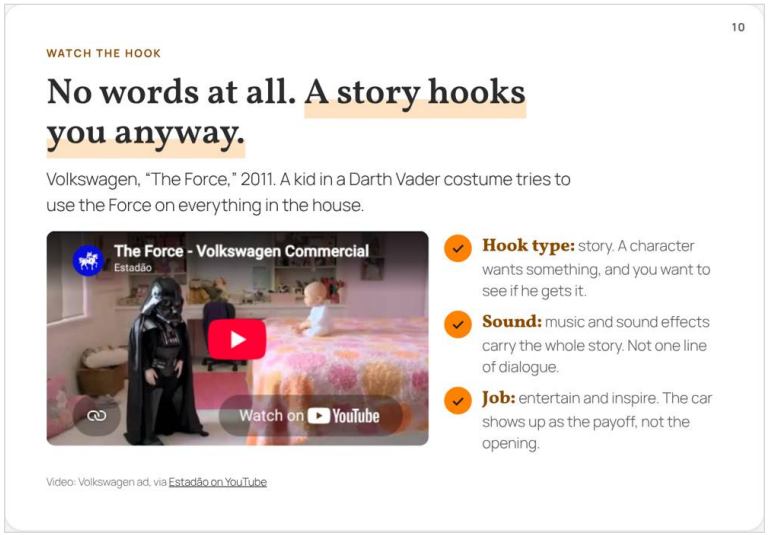
Purple turned a weird test into its signature ad. The hook is a question your brain wants answered.



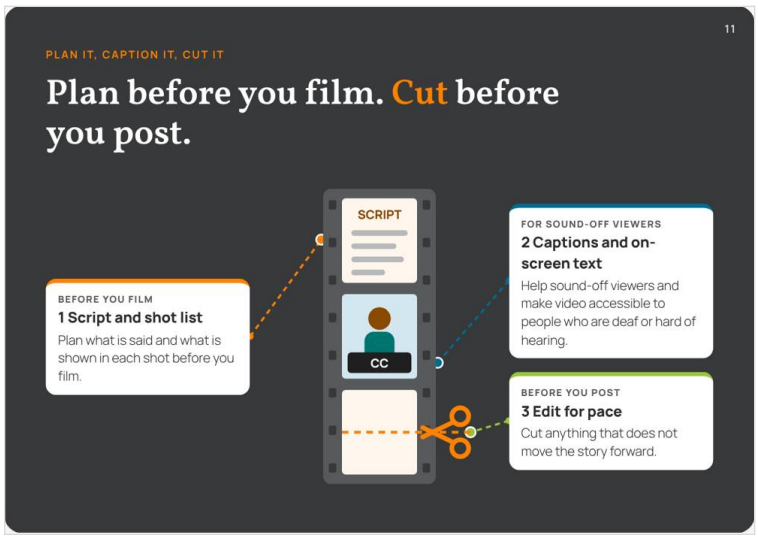
- **Hook type:** surprising visual. You stay to see if the egg breaks.
- **Proof:** the demo shows the benefit instead of claiming it.
- **Job:** convince, with a little entertain.

Video: Purple on YouTube

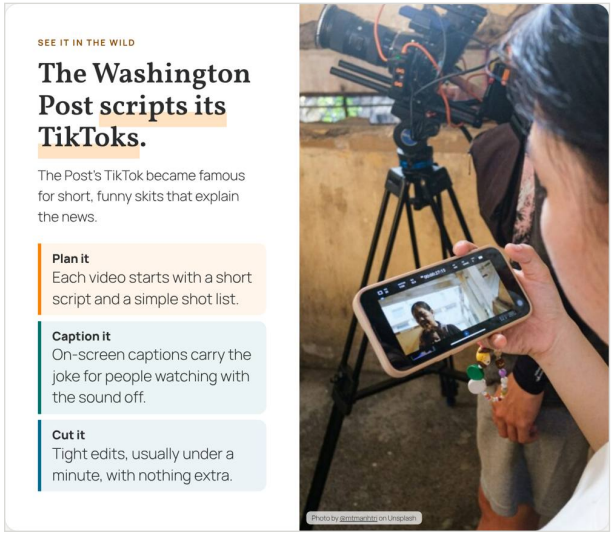
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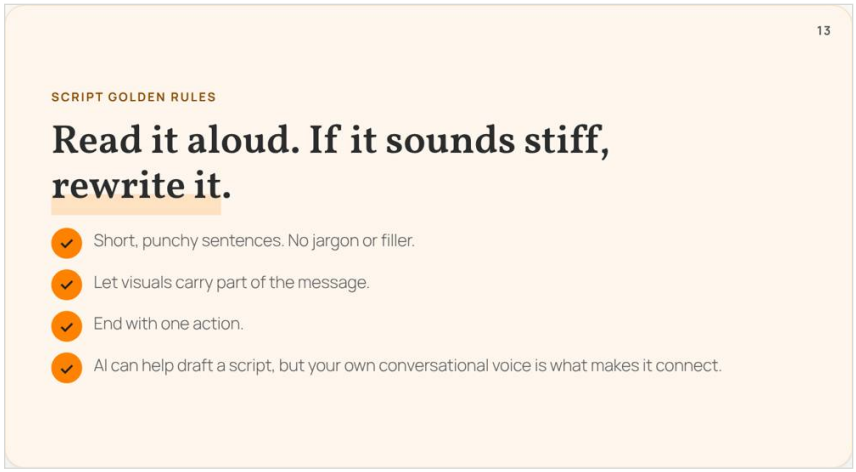
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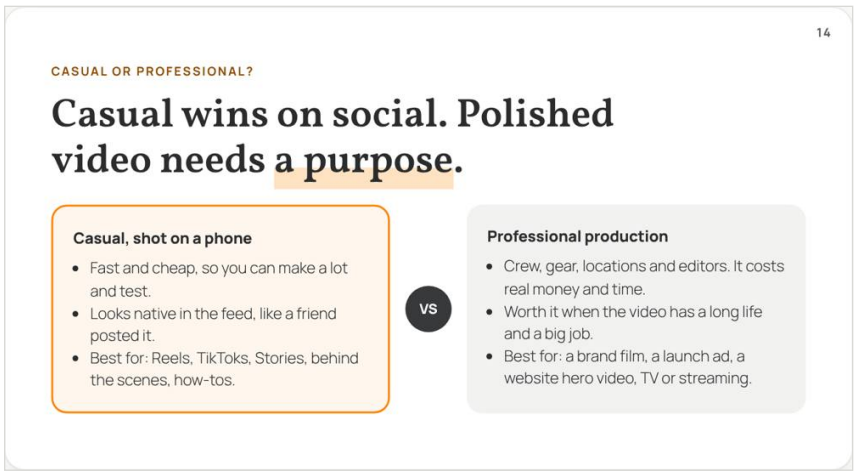
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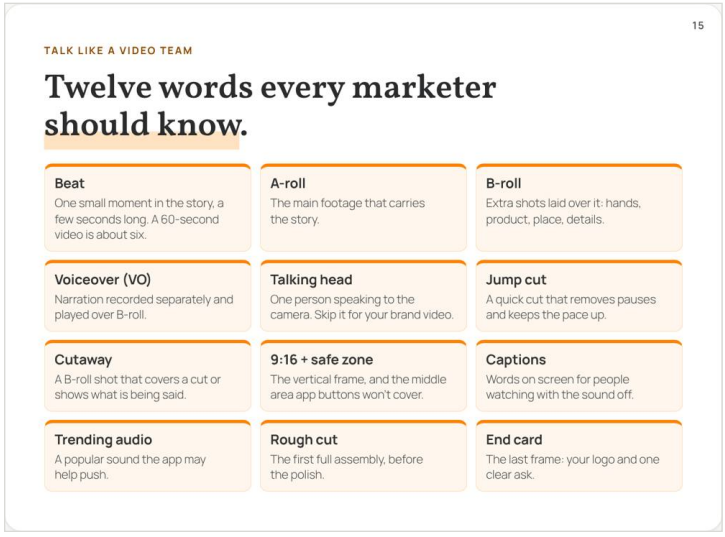
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Slide 14



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16

HOW TO LAY A VIDEO DOWN

Build it in layers, not all at once.

1. **Lay the spine** — Drop in your voiceover first. It sets the story and the timing.
2. **Cut it tight** — Trim the pauses, ums and repeats. Most first cuts lose a third of their length.
3. **Cover with B-roll** — Lay shots over the spine wherever words describe something you can show.
4. **Add words** — Captions on everything, plus a text hook in the first second, inside the safe zone.
5. **Sound and export** — Music low under the voice, then export 9:16 and watch it once on a phone, sound off.

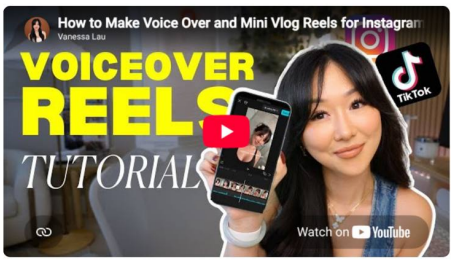
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17

WATCH IT DONE

From B-roll to voiceover to captions, on a phone.

Creator Vanessa Lau walks through a casual voiceover Reel start to finish. Use the chapters: film B-roll, record voiceover, edit, add captions, export.



Video: Vanessa Lau on YouTube. Want the tool basics? CapCut 101: music, sounds and voiceover (4 min, from CapCut).

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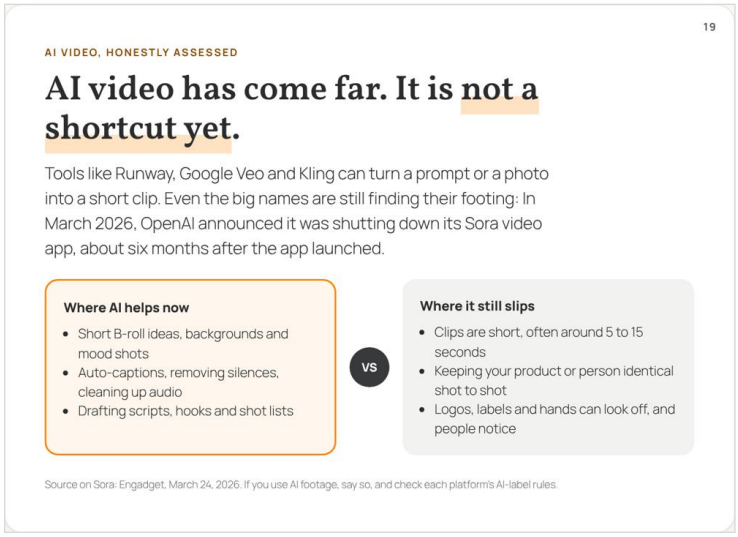
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PICK YOUR TOOL

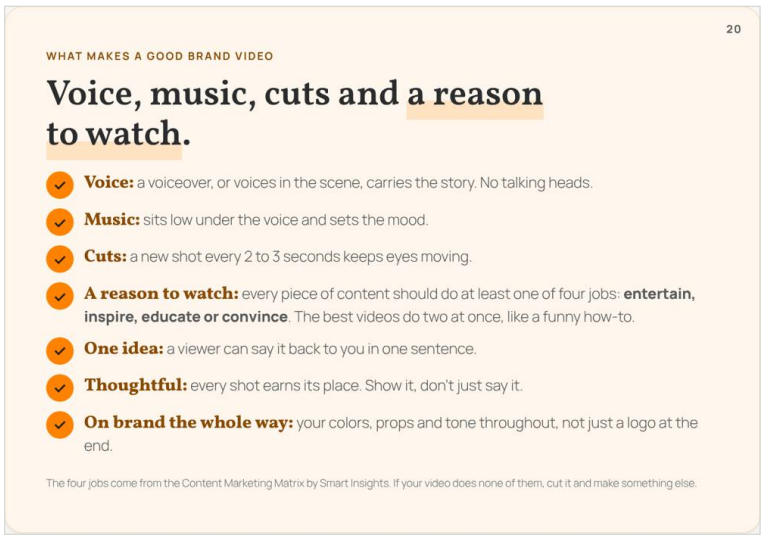
Use the tool that fits the job, not the fanciest one.

- **Adobe Premiere Pro:** the industry standard, and it comes with your UT Adobe account. Worth learning if you want a creative job.
- **CapCut:** fast on a phone or laptop, with auto-captions, templates and easy B-roll overlays.
- **Instagram Edits:** Instagram's free editing app (launched April 2025), with captions, trending audio and no watermark.
- **Canva video:** templates and your team's brand kit in one place. Great for text-heavy and branded clips.
- **AI helpers:** Runway can generate or extend short clips. Claude can draft scripts and shot lists and help with simple cuts. Premiere and CapCut can caption for you.

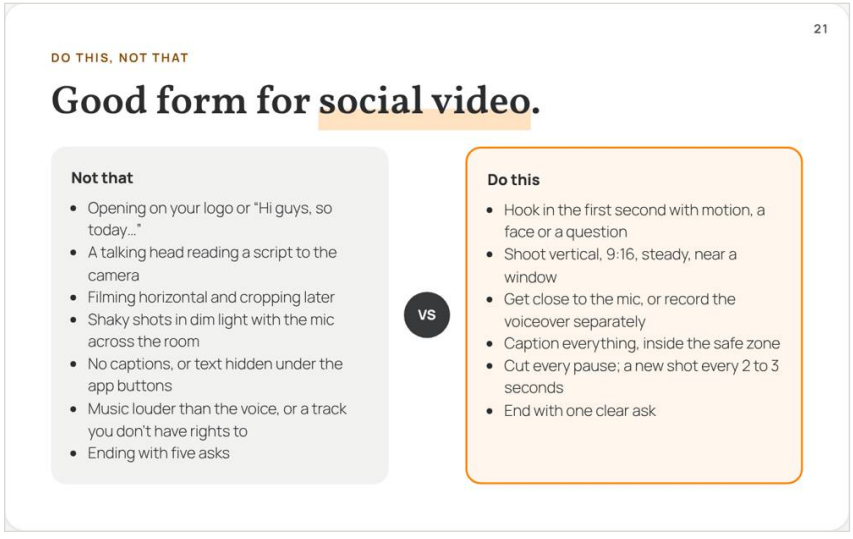
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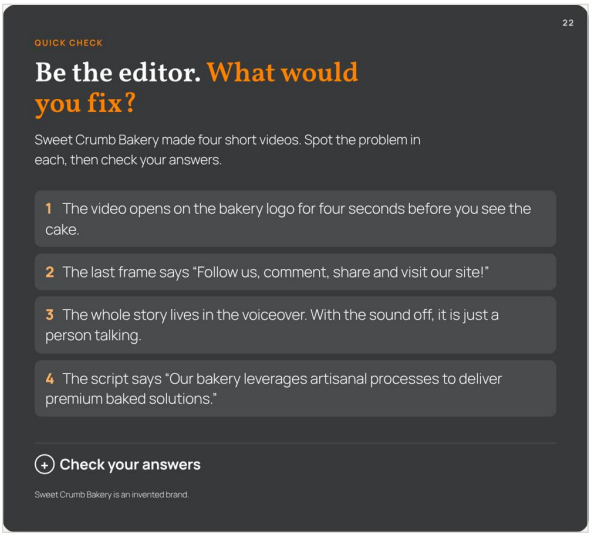
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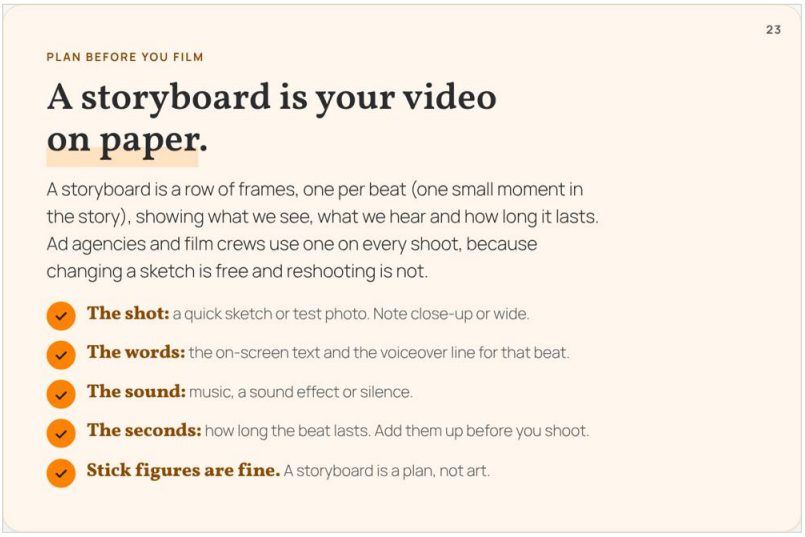
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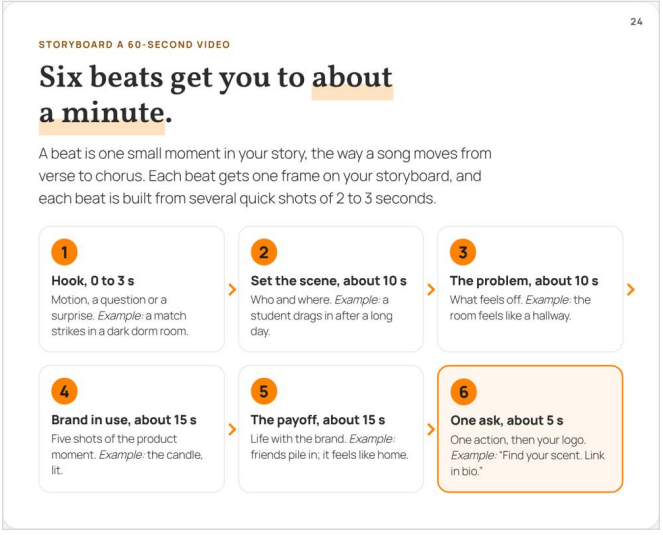
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STORYBOARD EXAMPLE: SHOT BY SHOT

Even 20 seconds needs a story arc.

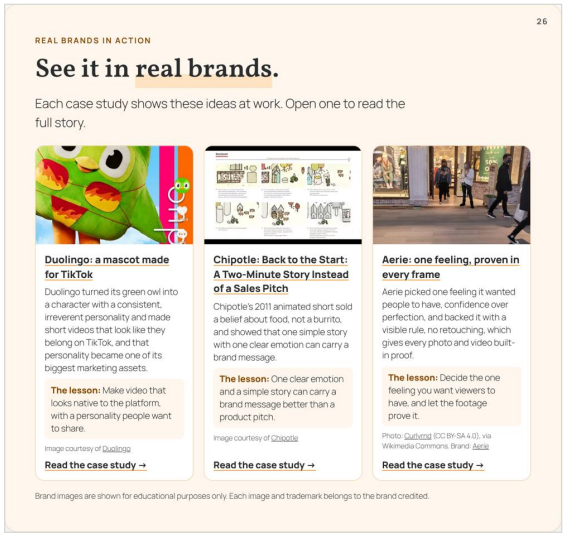
Even a 20-second video needs a mini story arc: a **hook** that grabs attention, a **middle** that shows the emotion, problem or information, and an **end** with the payoff or call to action.

1. **Hook:** steaming cup in soft morning light.
2. **Payoff:** a person sips and closes their eyes.
3. **CTA:** logo with a short text overlay.

⊕ **Storyboard example: a three-frame story arc for a coffee brand**



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