

100 Mobile-First Video Ideas Playbook



About This Playbook

The 100 Mobile-First Video Ideas Playbook was created for communication, marketing, and leadership teams who want to bring stories to life quickly, authentically, and at scale.

Each idea is designed to be actionable, versatile, and mobile-ready, helping you plan, script, and film videos using the tools you already have.

Whether you are launching a campaign, training your teams, or strengthening company culture, this playbook is your guide to creating professional-quality videos powered by people, purpose, and technology.

Introduction: The Power of Mobile-First Storytelling

The best camera is the one you have with you, and today that means your smartphone.

Mobile-first video has transformed how teams communicate, connect, and create. What once required a studio and a crew now fits in the palm of your hand, making professional storytelling faster, more personal, and more authentic than ever before.

Across industries, employees are becoming creators. The rise of Employee-Generated Content (EGC) is changing the way companies tell their stories by replacing polished scripts with real voices, real people, and real impact.

This playbook was designed to help you harness that power. Inside, you will find 100 ideas for mobile-first video that work across industries, teams, and goals, from leadership and culture to learning, marketing, and innovation.

Each idea is built for accessibility and creativity, blending human storytelling with the technology that makes it possible. Whether filmed on your phone or supported by AI, every story here starts the same way: with someone who chooses to hit record.

LuciHub was built to make that process seamless by bringing people, creativity, and technology together to turn everyday moments into professional, purpose-driven videos.

Now, let's explore the ideas that will help you capture those moments, one video at a time.

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Chapter 01

Employee Spotlights & Culture

Showcase the people behind the work and highlight moments that bring company culture to life.

IDEA 1

Leadership Story

Objective

Highlight a leader who shares a personal story or insight that reinforces company vision and inspires employees across the organization.

AI Script Writing Prompt Example

"Write a short 60-second video script featuring [Leader Name], [Title / Department], sharing a story about [challenge or experience] and what it taught them about [leadership trait or company value]. End with advice for [employees / new leaders] on how to apply this value in their own work."

Filming Tips

- Film near a window or soft light for a natural, warm tone.
- Encourage a conversational delivery not a speech.
- Add cutaway shots or B-roll that reflect the story.
- Focus on authenticity and emotion over polish.

Suggested Length: 60 seconds

Best Format: Horizontal (for LinkedIn / YouTube) or Vertical (for Reels)

Best For: Leadership communication, inspiration series, internal announcements

Employee Spotlights & Culture

IDEA 2

Day-in-the-Life Video

Objective

Show a real day inside your organization through an employee's eyes highlighting teamwork, purpose, and culture in action.

AI Script Writing Prompt Example

"Write a 45-second script showing a day in the life of [Employee Name], a [Role / Department] at [Company Name]. Include short moments of their routine, what makes their work meaningful, and one thing that surprises people about their job."

Filming Tips

- Capture clips from morning to wrap-up for story flow.
- Mix talking moments with B-roll of real work scenes.
- Use your phone's stabilization or tripod for smooth shots.
- End with a friendly sign-off or reflection.

Suggested Length: 45 – 60 seconds

Best Format: Vertical (for Reels / TikTok / Stories)

Best For: Recruitment, culture videos, career spotlights

Employee Spotlights & Culture

IDEA 3

New Hire Welcome Video

Objective

Welcome new employees and introduce them to the broader team or audience. These short videos build connection, showcase company culture, and make new hires feel valued from day one.

AI Script Writing Prompt Example

"Write a 45–60 second video script introducing [Employee Name], who just joined [Department / Team] at [Company Name]. Include what drew them to the company, what they're most excited to work on, and one fun fact about themselves."

Filming Tips

- Film during the employee's first week for fresh, authentic energy.
- Use natural light and a simple background like their new workspace.
- Encourage them to smile and speak conversationally.
- End with a short 'thank you' or team welcome message.

Suggested Length: 45 – 60 seconds

Best Format: Vertical (for internal social or onboarding platforms)

Best For: Culture building, team introductions, new hire communications

Employee Spotlights & Culture

IDEA 4

Work Anniversary Story

Objective

Celebrate employee milestones by sharing their growth and contributions over time. These short stories foster connection, show appreciation, and highlight what makes people stay and thrive within your culture.

AI Script Writing Prompt Example

"Write a 60-second video script celebrating [Employee Name]'s [#-year] anniversary at [Company Name]. Include what has changed since they started, their proudest moments, and one piece of advice they'd give to someone new joining the team."

Filming Tips

- Record in the employee's workspace or a memorable location from their early days.
- Add photos or short clips from their time at the company.
- Encourage reflection and storytelling not just facts.
- End with a heartfelt 'thank you' or team celebration moment.

Suggested Length: 60 – 75 seconds

Best Format: Horizontal (for LinkedIn or internal channels) or Vertical (for Reels)

Best For: Employee recognition, culture storytelling, retention initiatives

Employee Spotlights & Culture

IDEA 5

Values in Action

Objective

Show how employees bring company values to life through real stories, actions, or decisions. These videos connect culture to everyday work and demonstrate what the organization stands for.

AI Script Writing Prompt Example

"Write a 60-second video script featuring [Employee Name or Team] showing how they live out the company value of [Specific Value]. Include what that value means to them, an example of how it shows up in their work, and the impact it has on the team or customers."

Filming Tips

- Choose a location that relates to the story being told not just a desk interview.
- Capture natural examples of the value in action (teamwork, problem-solving, service moments).
- Encourage sincerity over perfection. The goal is real connection.
- End with a visual or verbal nod to the company's values statement.

Suggested Length: 60 seconds

Best Format: Vertical (for social / internal channels)

Best For: Culture storytelling, onboarding, value-based campaigns

Employee Spotlights & Culture

IDEA 6

Teamwork in Action

Objective

Showcase authentic collaboration by taking viewers behind the scenes of how teams plan, create, or problem-solve together. These videos highlight connection, communication, and the shared effort behind your success.

AI Script Writing Prompt Example

"Write a 60-second video script that takes viewers behind the scenes with the [Team Name] at [Company Name]. Include how they collaborate on [project or goal], what makes their teamwork effective, and one thing they've learned about working together."

Filming Tips

- Capture candid moments during real meetings, brainstorming, or project work.
- Use multiple quick clips to keep energy high and show different perspectives.
- Record short voiceovers or interviews with team members describing their process.
- End with a fun or celebratory team moment: a high five, laugh, or group wave.

Suggested Length: 60 – 75 seconds

Best Format: Horizontal (for internal sharing) or Vertical (for social channels)

Best For: Team storytelling, culture building, internal engagement

Employee Spotlights & Culture

IDEA 7

Company Culture

Objective

Capture what makes your workplace unique by highlighting the shared values, energy, and everyday moments that define your company culture. These videos help employees and audiences feel connected to your purpose and people.

AI Script Writing Prompt Example

"Write a 60-second video script that showcases what company culture means at [Company Name].

Include short clips or interviews with employees describing how they experience the culture, what makes it special, and how it influences the way they work."

Filming Tips

- Film across different teams or departments for diverse perspectives.
- Use real footage of everyday moments: collaboration, celebration, or laughter.
- Add a mix of voices and short soundbites instead of long interviews.
- End with a unifying statement or visual that represents your culture (e.g., team logo, tagline, or mission phrase).

Suggested Length: 60 – 75 seconds

Best Format: Vertical (for social or internal comms)

Best For: Employer branding, recruitment, culture storytelling

Employee Spotlights & Culture

IDEA 8

Company Culture

Objective

Invite employees to share the personal reason behind why they do what they do. These stories build emotional connection, inspire others, and reveal the deeper purpose driving your company culture.

AI Script Writing Prompt Example

"Write a 60-second video script where [Employee Name] from [Department / Team] shares why they love what they do at [Company Name]. Include what motivates them, a defining moment that shaped their perspective, and how their work makes a difference for others."

Filming Tips

- Choose a quiet, comfortable location where the employee feels relaxed.
- Encourage natural, conversational delivery not rehearsed answers.
- Capture close-up shots for emotional authenticity.
- End with a reflection or message that connects personal purpose to company impact.

Suggested Length: 60 seconds

Best Format: Vertical (for social / internal storytelling)

Best For: Culture storytelling, recruitment, internal engagement

Employee Spotlights & Culture

IDEA 9

Office Moments

Objective

Capture real, unscripted glimpses of daily life at the office: the laughter, collaboration, and small interactions that make your workplace feel alive. These quick videos help audiences feel the energy of your culture in action.

AI Script Writing Prompt Example

"Write a 30–45 second video script that highlights authentic office moments at [Company Name]. Include short clips of team interactions, behind-the-scenes work, or everyday fun that shows the personality of your workplace."

Filming Tips

- Keep the camera rolling during casual team moments. Candid is best.
- Use quick cuts or montage-style edits to keep the pace lively.
- Mix wide shots of the space with close-ups of people.
- Capture natural audio or add light background music to match the vibe.

Suggested Length: 30 – 45 seconds

Best Format: Vertical (for Reels, TikTok, or Stories)

Best For: Culture storytelling, internal engagement, social media highlights

Employee Spotlights & Culture

IDEA 10

Mentorship Moments

Objective

Highlight stories of mentorship within your organization: the people who help others grow, share wisdom, and shape careers. These longer videos show how your company invests in people and passes knowledge forward.

AI Script Writing Prompt Example

"Write a 2–3 minute video script featuring [Mentor Name] and [Mentee Name] from [Department / Team] at [Company Name]. Include how they met, what makes their mentorship valuable, and one lesson or story that has made a lasting impact."

Filming Tips

- Film both mentor and mentee alternating between conversation and reflection.
- Capture B-roll of them working together or interacting naturally.
- Keep pacing intentional and allow time for meaningful storytelling.
- End with a message about the importance of growth, support, and community.

Suggested Length: 2 – 3 minutes

Best Format: Horizontal (for YouTube, LinkedIn, or internal training)

Best For: Employee development, leadership communication, culture storytelling

Employee Spotlights & Culture

Chapter 02

Leadership & Executive Communications

Showcase the people behind the work and highlight moments that bring company culture to life.

IDEA 11

Vision Message from Leadership

Objective

Share a clear and inspiring message from leadership about where the company is headed and why it matters. These videos align teams, strengthen trust, and communicate purpose directly from the top.

AI Script Writing Prompt Example

"Write a 2–3 minute video script for [Leader Name], [Title] at [Company Name], sharing the company's vision for [upcoming year or initiative]. Include what inspired this direction, how it connects to the company's values, and what employees can look forward to achieving together."

Filming Tips

- Film in a setting that reflects authenticity: an office, studio, or workspace rather than a stage.
- Maintain eye contact with the camera to build connection.
- Use light background music to reinforce tone (optimistic and forward-looking).
- Add B-roll of employees, projects, or community moments to visualize the message.

Suggested Length: 2 – 3 minutes

Best Format: Horizontal (for company meetings, LinkedIn, or internal announcements)

Best For: Executive communication, company updates, vision alignment

Leadership & Vision

IDEA 12

CEO Q&A

Objective

Make leadership communication more personal and relatable by having the CEO answer real questions from employees or the community. These videos build trust, humanize leadership, and encourage open dialogue.

AI Script Writing Prompt Example

"Write a 2–3 minute Q&A-style video script for [CEO Name] of [Company Name], answering 3–5 questions from employees about [topic or initiative]. Include a mix of lighthearted and meaningful questions that reveal insights, company direction, and personal perspective."

Filming Tips

- Film in a relaxed setting: like a lounge, office corner, or casual studio setup.
- Keep questions visible on-screen or use a team member as the interviewer.
- Capture multiple angles or use a two-camera setup for natural flow.
- End with an invitation for employees to submit future questions.

Suggested Length: 2 – 3 minutes

Best Format: Horizontal (for internal town halls, YouTube, or LinkedIn)

Best For: Executive transparency, internal engagement, culture communication

Leadership & Vision

IDEA 13

Leader Origin Story

Objective

Show the human side of leadership by sharing personal stories about how leaders got where they are today, their early experiences, lessons learned, and what continues to drive them. These videos help employees connect with leadership on a personal level.

AI Script Writing Prompt Example

"Write a 60–90 second video script featuring [Leader Name], [Title] at [Company Name], sharing the story of how they started their career and what led them to their current role. Include one defining moment that shaped their leadership style and a message for others aspiring to grow within the organization."

Filming Tips

- Film in a setting with personal meaning: their office, a past project site, or a favorite team space.
- Encourage conversational storytelling over formal delivery.
- Capture supporting visuals or archival photos if available.
- End with a reflection or takeaway that ties back to company values.

Suggested Length: 60 – 90 seconds

Best Format: Horizontal (for LinkedIn or internal comms)

Best For: Leadership storytelling, culture connection, internal engagement

Leadership & Vision

IDEA 14

Message to the Next Generation of Leaders

Objective

Share a quick, inspiring thought from leadership to motivate emerging leaders across the company. These short vertical videos spark reflection and reinforce a culture of growth.

AI Script Writing Prompt Example

“Write a 30-second video script featuring [Leader Name], [Title] at [Company Name], delivering a short message to the next generation of leaders. Include one key leadership lesson, a piece of advice, and a few words of encouragement for employees growing in their careers.”

Filming Tips

- Keep it direct to camera: simple, genuine, and personal.
- Use a clean background or film during a real leadership moment.
- Add captions for accessibility and stronger engagement.
- End with a brief tagline or quote that reflects the company's values.

Suggested Length: 30 seconds

Best Format: Vertical (for Reels, TikTok, or internal story feeds)

Best For: Leadership inspiration, employee motivation, social storytelling

Leadership & Vision

IDEA 15

A Lesson I Learned the Hard Way

Objective

Show the human side of leadership by sharing real lessons learned through challenge or failure. These short, honest videos build trust, humility, and connection between leaders and teams.

AI Script Writing Prompt Example

"Write a 30–45 second video script featuring [Leader Name], [Title] at [Company Name], sharing one leadership lesson they learned the hard way. Include what happened, what they learned, and how it shaped the way they lead today."

Filming Tips

- Keep the tone conversational and reflective not overly polished.
- Film vertically for an authentic, mobile-first feel.
- Use a simple background and natural lighting to emphasize honesty.
- End with a short takeaway or quote that reinforces growth and resilience.

Suggested Length: 30 – 45 seconds

Best Format: Vertical (for Reels, TikTok, or internal story feeds)

Best For: Leadership storytelling, authenticity, personal growth

Leadership & Vision

IDEA 16

Thought Leadership Message

Objective

Position company leaders as industry thought leaders by sharing insights, trends, or perspectives on topics that matter to your audience. These videos build credibility, trust, and visibility for your brand.

AI Script Writing Prompt Example

"Write a 2–3 minute video script featuring [Leader Name], [Title] at [Company Name], sharing their perspective on [industry topic, trend, or innovation]. Include why it matters, what opportunities it creates, and how [Company Name] is contributing to the conversation or leading the way."

Filming Tips

- Film in a clean, professional environment with strong lighting and minimal background noise.
- Use graphics or text overlays to highlight key insights.
- Maintain confident but conversational delivery.
- End with a short call to action. Invite viewers to comment, follow, or learn more.

Suggested Length: 2 – 3 minutes

Best Format: Horizontal (for LinkedIn, YouTube, or company blog)

Best For: External communication, brand authority, executive visibility

Leadership & Vision

IDEA 17

Industry Predictions

Objective

Share quick insights from company leaders about where the industry is headed. These short videos highlight expertise, spark conversation, and position your brand as forward-thinking.

AI Script Writing Prompt Example

"Write a 30–45 second video script featuring [Leader Name], [Title] at [Company Name], sharing one key prediction for the future of [industry / field]. Include what trend they're seeing, why it matters, and how it could shape what's next."

Filming Tips

- Film vertically for social and mobile viewing.
- Use a simple, well-lit background or record on location for relevance.
- Add captions and light motion graphics to emphasize key points.
- Keep energy high and tone conversational, not formal.

Suggested Length: 30 – 45 seconds

Best Format: Vertical (for LinkedIn, TikTok, or Reels)

Best For: External communication, brand visibility, thought leadership

Leadership & Vision

IDEA 18

Behind Our Innovation

Objective

Show how leadership drives innovation within your organization from new ideas and experiments to bold decisions that move the company forward. These videos reveal your culture of creativity and leadership in action.

AI Script Writing Prompt Example

"Write a 60–90 second video script featuring [Leader Name] or [Team Name] at [Company Name], sharing how they approach innovation and new ideas. Include what inspired a recent breakthrough, how the team collaborates to bring ideas to life, and why innovation is part of the company's DNA."

Filming Tips

- Film in an environment that reflects creativity such as a lab, workspace, or brainstorming area.
- Combine talking-head clips with footage of projects, prototypes, or team collaboration.
- Keep energy upbeat and forward-looking.
- End with a key insight or quote that connects innovation to company purpose.

Suggested Length: 60 – 90 seconds

Best Format: Horizontal (for LinkedIn, YouTube, or company website)

Best For: Brand storytelling, innovation marketing, leadership communication

Leadership & Vision

IDEA 19

Leadership Roundtable

Objective

Bring multiple leaders together to discuss a key topic, challenge, or vision for the future. These conversations highlight alignment, transparency, and the collective leadership mindset behind your organization's success.

AI Script Writing Prompt Example

"Write a 2–4 minute video script featuring [Leader 1], [Leader 2], and [Leader 3] from [Company Name], discussing [specific topic, initiative, or industry theme]. Include individual perspectives, a few light moments of interaction, and one shared message about where the company is heading."

Filming Tips

- Film in a roundtable or casual conversation setup seated together in a natural environment.
- Use multiple cameras for clean cutaways between speakers.
- Keep the tone conversational and authentic, not overly rehearsed.
- Add light graphics or captions to introduce speakers and key ideas.

Suggested Length: 2 – 4 minutes

Best Format: Horizontal (for YouTube, LinkedIn, or internal meetings)

Best For: Executive communication, brand transparency, thought leadership

Leadership & Vision

IDEA 20

Quarterly CEO Update

Objective

Keep employees and stakeholders informed and aligned through a transparent, engaging update from the CEO each quarter. These videos celebrate progress, reinforce vision, and build trust through consistent communication.

AI Script Writing Prompt Example

"Write a 2–3 minute video script for [CEO Name] of [Company Name], providing a quarterly update on company goals, wins, and priorities. Include key achievements from the past quarter, upcoming focus areas, and a message of appreciation or encouragement for the team."

Filming Tips

- Film in a well-lit, comfortable setting that is not overly formal.
- Use supporting visuals such as project footage, team moments, or milestones.
- Keep tone balanced: honest about challenges, optimistic about direction.
- End with a short thank-you and call to action for the next quarter.

Suggested Length: 2 – 3 minutes

Best Format: Horizontal (for internal comms, LinkedIn, or company website)

Best For: Executive updates, company alignment, leadership communication

Leadership & Vision

Chapter 03

Learning & Enablement

Simplify training, tools, and resources into digestible content that empowers teams.

IDEA 21

How-To Tutorial

Objective

Turn complex processes into simple, step-by-step video guides that help employees quickly learn new skills, tools, or workflows. These videos make learning accessible and repeatable across the organization.

AI Script Writing Prompt Example

"Write a 60-second video script explaining how to [complete a specific task or use a tool] at [Company Name]. Include a clear introduction, 3–4 simple steps, and a closing line that reinforces why it's helpful."

Filming Tips

- Record screen captures or over-the-shoulder demos for visual clarity.
- Use on-screen text or captions to emphasize each step.
- Keep pacing steady and tone encouraging.
- End with a quick recap or call to action ("Now you try it!").

Suggested Length: 60 seconds

Best Format: Horizontal (for internal portals) or Vertical (for quick mobile training)

Best For: Internal training, tool adoption, onboarding support

Learning & Enablement

IDEA 22

Tool Tips

Objective

Share quick, practical tips that help employees get more out of the tools they use every day. These short videos make learning fast, approachable, and easy to apply immediately.

AI Script Writing Prompt Example

“Write a 30-second video script explaining one helpful tip or shortcut in [Tool or Platform Name].

Include what it does, how to use it, and one example of how it saves time or improves workflow.”

Filming Tips

- Film vertically for mobile learning or internal story feeds.
- Use a screen recording or close-up demo for clarity.
- Add text overlays or callouts to reinforce the tip.
- Keep delivery upbeat and to the point with one takeaway per video.

Suggested Length: 30 seconds

Best Format: Vertical (for Reels, Stories, or internal social platforms)

Best For: Quick learning, productivity training, tool enablement

Learning & Enablement

IDEA 23

Training Recap

Objective

Summarize key takeaways from a training session, workshop, or learning event into a quick, digestible highlight video.

These recaps reinforce understanding and make it easy for employees to revisit important lessons.

AI Script Writing Prompt Example

"Write a 45–60 second video script recapping the main takeaways from [Training or Workshop Name]. Include the top 3 points participants should remember, one actionable next step, and a closing line encouraging them to apply what they've learned."

Filming Tips

- Use event footage, presentation clips, or slides as visual anchors.
- Add text overlays for key takeaways or numbered highlights.
- Keep the tone upbeat and motivational.
- End with a short call to action: "Try this in your next project" or "Share your results."

Suggested Length: 45 – 60 seconds

Best Format: Horizontal (for internal portals) or Vertical (for internal social feeds)

Best For: Learning retention, event follow-ups, team enablement

Learning & Enablement

IDEA 24

Pro Tip from a Teammate

Objective

Empower employees to share quick, actionable tips that help others work smarter. These peer-driven videos build connection, celebrate expertise, and encourage a culture of continuous learning.

AI Script Writing Prompt Example

"Write a 30-second video script featuring [Employee Name] from [Department / Team] sharing a pro tip they use to make [specific task or process] easier or more effective. Include what the tip is, why it works, and how others can try it."

Filming Tips

- Film vertically for quick sharing on internal channels or mobile feeds.
- Keep the setting casual: at a desk, in a hallway, or near the work area.
- Encourage natural, conversational tone like sharing advice with a friend.
- End with a short on-screen text: "Pro Tip from [Employee Name]."

Suggested Length: 30 seconds

Best Format: Vertical (for Reels, Stories, or internal learning hubs)

Best For: Peer learning, internal communication, employee engagement

Learning & Enablement

IDEA 25

Mini Masterclass

Objective

Deliver focused, high-impact lessons from subject matter experts in short, structured videos. These mini masterclasses simplify complex topics and make expert knowledge accessible to everyone.

AI Script Writing Prompt Example

"Write a 2–3 minute video script featuring [Expert Name], [Title / Department] at [Company Name], teaching a practical skill or concept about [specific topic]. Include a quick introduction, 3 clear takeaways, and one action viewers can apply immediately."

Filming Tips

- Film in a clean, well-lit setting and consider a whiteboard or demo setup.
- Add titles or on-screen graphics to emphasize each key point.
- Keep pacing intentional. One core idea per minute works well.
- End with a call to action such as "Try this today" or "Share this with your team."

Suggested Length: 2 – 3 minutes

Best Format: Horizontal (for internal learning libraries or YouTube)

Best For: Skill development, expert training, knowledge sharing

Learning & Enablement

IDEA 26

Employee Onboarding

Objective

Welcome new employees and help them get up to speed through clear, engaging onboarding videos. These videos introduce key tools, processes, and people setting the tone for success from day one.

AI Script Writing Prompt Example

"Write a 2–3 minute onboarding video script for new employees at [Company Name]. Include a warm welcome message, an overview of company values, introductions to key departments or systems, and what new hires can expect in their first week."

Filming Tips

- Combine leadership clips, team introductions, and short walkthroughs of important tools or spaces.
- Keep visuals bright and positive – reflect company culture.
- Include captions and clear graphics for accessibility.
- End with a message that reinforces belonging and support ("We're glad you're here!").

Suggested Length: 2 – 3 minutes

Best Format: Horizontal (for onboarding portals or internal video libraries)

Best For: New hire training, HR communication, culture integration

Learning & Enablement

IDEA 27

Security Protocol

Objective

Educate employees on critical security practices in a simple, engaging way. These videos reinforce awareness, reduce risk, and ensure teams understand how to protect company and customer data.

AI Script Writing Prompt Example

"Write a 60–90 second video script explaining [specific security protocol or best practice] at [Company Name]. Include why it's important, the correct steps to follow, and one real-world example of what can go wrong if it's overlooked."

Filming Tips

- Use clear visuals to demonstrate each step: screen recordings, checklists, or animated icons.
- Keep tone calm and confident and avoid fear-based messaging.
- Include a reminder of where employees can find official security resources or contacts.
- End with a short recap: "Remember, security starts with you."

Suggested Length: 60 – 90 seconds

Best Format: Horizontal (for training libraries) or Vertical (for internal social reminders)

Best For: Compliance training, cybersecurity awareness, employee education

Learning & Enablement

IDEA 28

Data Privacy Basics

Objective

Help employees understand how to handle sensitive information responsibly. These videos simplify key privacy principles and empower teams to protect customer and company data every day.

AI Script Writing Prompt Example

"Write a 60-second video script explaining the basics of data privacy at [Company Name]. Include what counts as personal or sensitive data, how it should be stored or shared, and one example of what to do if a privacy concern arises."

Filming Tips

- Use a clean, minimal background and clear on-screen text for focus.
- Add real-world examples or short scenarios employees might face.
- Reinforce the 'why' behind data protection: trust, compliance, and integrity.
- End with a clear next step, like where to find company policies or training modules.

Suggested Length: 60 seconds

Best Format: Horizontal (for internal training platforms) or Vertical (for quick awareness reminders)

Best For: Compliance training, company-wide education, data awareness campaigns

Learning & Enablement

IDEA 29

How We Use AI Tools Responsibly

Objective

Educate employees on how to use AI tools ethically and effectively. These videos promote awareness, protect company data, and build confidence in using AI as a safe, responsible productivity partner.

AI Script Writing Prompt Example

"Write a 60–90 second video script explaining how employees at [Company Name] can use AI tools responsibly. Include approved use cases, what types of data should never be entered into AI systems, and a reminder of the company's AI ethics policy or principles."

Filming Tips

- Use a confident but conversational tone. Avoid fear and focus on empowerment.
- Add clear examples of do's and don'ts (e.g., 'Use AI to draft ideas, not to upload client data').
- Include short visuals of approved tools in use.
- End with a reminder of where to find your company's official AI policy or training materials.

Suggested Length: 60 – 90 seconds

Best Format: Horizontal (for internal training portals) or Vertical (for awareness campaigns)

Best For: Responsible AI use, compliance training, innovation enablement

Learning & Enablement

IDEA 30

Customer Service Scenarios

Objective

Train employees through realistic customer interactions that demonstrate how to handle challenges with professionalism, empathy, and consistency. These videos turn abstract policies into clear, relatable examples.

AI Script Writing Prompt Example

"Write a 2–3 minute video script showing a realistic customer service scenario at [Company Name]. Include one version showing what *not* to do and another showing the *right way* to handle the situation, ending with a quick recap of key takeaways."

Filming Tips

- Use role-playing with real employees or actors to make the scenario relatable.
- Keep scenes short and focused and include one clear lesson per video.
- Add text overlays or narration to emphasize best practices.
- End with a summary screen or bullet points of key behaviors.

Suggested Length: 2 – 3 minutes

Best Format: Horizontal (for onboarding or training libraries)

Best For: Customer support training, compliance education, service consistency

Learning & Enablement

Chapter 04

Events & Milestones

Capture and celebrate the big (and small) moments that matter: launches, anniversaries, and gatherings.

IDEA 31

Event Highlight Reel

Objective

Capture the energy and key moments from company events, launches, or gatherings. These highlight videos celebrate success, showcase participation, and strengthen company pride.

AI Script Writing Prompt Example

"Write a 60–90 second video script summarizing the highlights from [Event Name] at [Company Name]. Include opening excitement, 3–4 standout moments, and a closing line that reflects on the impact or shared experience."

Filming Tips

- Capture a mix of candid moments, speaker clips, and crowd reactions.
- Film both wide shots (to show scale) and close-ups (to show emotion).
- Add upbeat background music and light motion graphics for energy.
- End with a short message like "Thank you for being part of it" or "See you next year!"

Suggested Length: 60 – 90 seconds

Best Format: Horizontal (for YouTube / website) or Vertical (for social recaps)

Best For: Company events, conferences, product launches, celebrations

Events & Milestones

IDEA 32

Launch Announcement Video

Objective

Announce a new product, feature, service, or initiative in a way that excites both employees and your audience. These videos mark key milestones and bring the company's innovation story to life.

AI Script Writing Prompt Example

"Write a 60–75 second video script announcing the launch of [Product / Initiative Name] at [Company Name]. Include what it is, why it matters, the problem it solves, and a closing line that invites people to explore, try, or celebrate it."

Filming Tips

- Mix close-up visuals of the product or experience with leadership or team clips.
- Add bold text overlays for key announcements (launch date, tagline, call to action).
- Choose music that builds excitement and momentum.
- End with the product name, website, or next-step message.

Suggested Length: 60 – 75 seconds

Best Format: Horizontal (for YouTube / website) or Vertical (for social teasers)

Best For: Product launches, campaign announcements, milestone celebrations

Events & Milestones

IDEA 33

Employee Appreciation Day Recap

Objective

Celebrate your team by capturing the moments, smiles, and gratitude that define Employee Appreciation Day. These videos boost morale and show genuine recognition for the people who make the company thrive.

AI Script Writing Prompt Example

"Write a 60–90 second video script recapping [Company Name]'s Employee Appreciation Day. Include short clips of activities, employee reactions, and leadership thank-you's. End with a collective message of appreciation that reflects company culture and values."

Filming Tips

- Capture a mix of candid moments: laughter, teamwork, and fun interactions.
- Use ambient sound or upbeat background music for energy.
- Record short thank-you messages from leaders or peers.
- End with a wide group shot or closing banner that says, "We appreciate you."

Suggested Length: 60 – 90 seconds

Best Format: Vertical (for social channels) or Horizontal (for internal recap)

Best For: Employee recognition, internal communication, company culture

Events & Milestones

IDEA 34

Award or Recognition Announcement

Objective

Celebrate company or employee achievements by sharing the story behind an award, milestone, or major recognition. These videos inspire pride, reinforce company values, and build brand credibility.

AI Script Writing Prompt Example

"Write a 45–60 second video script announcing that [Company Name] or [Employee / Team Name] has received [Award or Recognition Title]. Include what the award represents, why it matters, and a short thank-you message from leadership or the team involved."

Filming Tips

- Capture authentic reactions from the individuals or teams recognized.
- Use visuals of the award, ceremony, or event photos.
- Keep tone confident but humble. Focus on teamwork and purpose.
- End with a thank-you or quote that connects the achievement to company values.

Suggested Length: 45 – 60 seconds

Best Format: Horizontal (for LinkedIn / website) or Vertical (for quick social announcements)

Best For: PR moments, internal celebrations, leadership communication

Events & Milestones

IDEA 35

Year-in-Review Video

Objective

Reflect on the highlights, growth, and memorable moments of the past year. These videos capture the company's collective achievements and remind teams of the people and purpose driving the journey.

AI Script Writing Prompt Example

"Write a 2–3 minute video script recapping the past year at [Company Name]. Include milestones reached, key projects, community impact, and messages of gratitude from leadership. End with an inspiring message about what's next."

Filming Tips

- Pull clips from across the year: events, launches, milestones, and team moments.
- Add motion graphics or text overlays for dates, stats, and key achievements.
- Mix music that builds from nostalgic to uplifting.
- End with a unifying visual or tagline, like "Here's to another incredible year."

Suggested Length: 2 – 3 minutes

Best Format: Horizontal (for YouTube, LinkedIn, or all-hands meetings)

Best For: Annual recaps, company celebrations, end-of-year communication

Events & Milestones

IDEA 36

Company Holiday Message

Objective

Share warm wishes and gratitude from your company during the holiday season. These short, heartfelt videos strengthen connection with employees, customers, and the community.

AI Script Writing Prompt Example

"Write a 30–45 second holiday message video script for [Company Name] to share on social media. Include a greeting from leadership or employees, a short reflection on the year, and warm wishes for the season ahead."

Filming Tips

- Film vertically for easy sharing across Reels, TikTok, and Stories.
- Capture employees or leaders delivering lines individually, then edit together for variety.
- Add festive elements: lights, decorations, or subtle background music.
- Keep tone genuine, inclusive, and brand-aligned.
- End with an on-screen message such as "Happy Holidays from all of us at [Company Name]."

Suggested Length: 30 – 45 seconds

Best Format: Vertical (for social media)

Best For: Brand storytelling, community engagement, seasonal campaigns

Events & Milestones

IDEA 37

Volunteer Day Recap

Objective

Highlight your company's community involvement by showcasing employees volunteering together. These videos celebrate teamwork, purpose, and the positive impact your company makes beyond the workplace.

AI Script Writing Prompt Example

"Write a 60–90 second video script recapping [Company Name]'s recent Volunteer Day. Include what the event supported, how employees got involved, and one or two short quotes from participants sharing why it mattered to them."

Filming Tips

- Capture authentic, candid footage: smiles, teamwork, and action moments.
- Use a mix of wide shots for context and close-ups for emotion.
- Include signage or partner logos to recognize organizations supported.
- End with a brief message like, "Proud to give back together."

Suggested Length: 60 – 90 seconds

Best Format: Vertical (for social) or Horizontal (for internal / community recap)

Best For: CSR storytelling, internal culture, brand reputation

Events & Milestones

IDEA 38

Customer or Partner Event Recap

Objective

Showcase the connection and collaboration that make your customer or partner relationships special. These videos highlight key moments, conversations, and shared wins from hosted events or gatherings.

AI Script Writing Prompt Example

"Write a 60–90 second video script recapping [Customer or Partner Event Name] hosted by [Company Name]. Include what the event was about, who attended, the biggest highlights, and one takeaway quote from a partner or attendee."

Filming Tips

- Capture B-roll of networking, presentations, and genuine interactions.
- Use lower-thirds or captions to identify key speakers and guests.
- Include a mix of music, voiceover, and live sound for a dynamic feel.
- End with a thank-you message and a subtle call to action: 'See you at the next event!'

Suggested Length: 60 – 90 seconds

Best Format: Horizontal (for LinkedIn, YouTube, or website) or Vertical (for social teasers)

Best For: Client relations, brand marketing, partnership storytelling

Events & Milestones

IDEA 39

Team Offsite Recap

Objective

Capture the energy, connection, and key moments from a team offsite or retreat. These videos celebrate collaboration, growth, and the relationships that strengthen your company culture.

AI Script Writing Prompt Example

"Write a 60–90 second video script recapping the recent [Team / Department] Offsite for [Company Name]. Include where the team went, what the purpose of the offsite was, one highlight or takeaway from participants, and a closing message about what the team is bringing back to work."

Filming Tips

- Film candid moments: group discussions, laughter, outdoor activities, meals, or workshops.
- Include leadership clips or team reflections about what they learned.
- Use upbeat background music to match the retreat's tone and pace.
- End with a group shot, thank-you message, or quick text overlay like "Stronger Together."

Suggested Length: 60 – 90 seconds

Best Format: Horizontal (for internal sharing or YouTube) or Vertical (for social highlights)

Best For: Culture building, team engagement, company storytelling

Events & Milestones

IDEA 40

Behind the Celebration

Objective

Show the human side of company events with a fun behind-the-scenes or blooper reel. These quick videos capture the laughter, teamwork, and candid moments that happen between the highlights.

AI Script Writing Prompt Example

"Write a 30–45 second video script showing behind-the-scenes and blooper moments from [Event or Celebration Name] at [Company Name]. Include funny clips, setup shots, and team reactions, ending with a short message celebrating the people who make it all possible."

Filming Tips

- Capture real, unscripted moments: laughter, outtakes, quick fixes.
- Add upbeat music and quick cuts for energy.
- Use text overlays like "The real magic happens here."
- End with a group wave or simple thank-you.

Suggested Length: 30 – 45 seconds

Best Format: Vertical (for Reels / TikTok) or Horizontal (for highlight reels)

Best For: Culture storytelling, event wrap-ups, authenticity

Events & Milestones

Chapter 05

Brand & Campaign Content

Showcase your brand's personality through story-driven videos that build awareness, inspire trust, and connect with your audience.

IDEA 41

Product Story Video

Objective

Tell the story behind your product: what inspired it, who it's for, and the impact it makes. These videos humanize innovation and connect your audience to the "why" behind what you offer.

AI Script Writing Prompt Example

"Write a 60–90 second video script telling the story of how [Product or Service Name] came to life at [Company Name]. Include what problem it solves, the inspiration behind it, and one short story or quote from the team who built it."

Filming Tips

- Combine talking-head interviews with product visuals or behind-the-scenes footage.
- Keep storytelling emotional and simple. Focus on impact, not specs.
- Use music that builds excitement or warmth depending on tone.
- End with a tagline or call to action inviting viewers to learn more.

Suggested Length: 60 – 90 seconds

Best Format: Horizontal (for YouTube / website) or Vertical (for Reels / ads)

Best For: Marketing campaigns, brand storytelling, product launches

Brand & Campaign Content

IDEA 42

Brand Manifesto Video

Objective

Capture the heart of your brand through a bold, emotion-driven message that defines who you are, what you stand for, and why you exist. These videos inspire pride and connection among employees and audiences alike.

AI Script Writing Prompt Example

"Write a 60–90 second brand manifesto video script for [Company Name] that expresses our mission, values, and vision for the future. Use a powerful voiceover or on-screen narration that evokes emotion and builds to an inspiring close."

Filming Tips

- Use cinematic visuals: people, places, and moments that reflect your brand story.
- Pair voiceover narration with text overlays for emphasis.
- Choose music that builds from quiet reflection to powerful energy.
- End with a strong tagline or logo animation.

Suggested Length: 60 – 90 seconds

Best Format: Horizontal (for website, YouTube, or presentations)

Best For: Brand storytelling, campaigns, company culture

Brand & Campaign Content

IDEA 43

Customer Testimonial Spotlight

Objective

Showcase the real impact of your products or services through the voices of your customers or partners. These videos build trust, validate results, and demonstrate measurable value.

AI Script Writing Prompt Example

"Write a 60–90 second video script featuring a customer from [Company or Industry] sharing how [Company Name] helped them achieve [specific result or improvement]. Include what challenge they faced, how your solution helped, and the outcome in their own words."

Filming Tips

- Use a professional interview setup with clean audio and branded visuals.
- Capture B-roll of the customer's environment or product in use.
- Keep focus on authenticity. Genuine insights matter more than polish.
- End with a subtle visual or logo to reinforce brand credibility.

Suggested Length: 60 – 90 seconds

Best Format: Horizontal (for LinkedIn, website, or campaign landing pages)

Best For: Case studies, brand storytelling, sales enablement

Brand & Campaign Content

IDEA 44

Launch Teaser Video

Objective

Generate excitement for an upcoming product, feature, or campaign with a short, visually striking teaser. These videos spark curiosity and build anticipation ahead of a major announcement.

AI Script Writing Prompt Example

"Write a 30–45 second teaser video script introducing an upcoming launch from [Company Name]. Include hints about what's coming, visual cues that reflect the brand, and a strong closing line such as 'Coming Soon' or 'Revealed [Date].'"

Filming Tips

- Keep details minimal. Focus on visuals, mood, and emotion over explanation.
- Use tight editing, dramatic pacing, and branded motion graphics.
- Pair with dynamic music and on-screen text for maximum impact.
- End with your logo and launch date or call to action.

Suggested Length: 30 – 45 seconds

Best Format: Horizontal (for campaigns) or Vertical (for social teasers)

Best For: Product launches, marketing campaigns, brand awareness

Brand & Campaign Content

IDEA 45

Follow Campaign Video

Objective

Encourage audiences to stay connected by following your brand across social channels. These short, engaging videos remind viewers where to find your latest updates, insights, and content.

AI Script Writing Prompt Example

"Write a 20–30 second video script inviting viewers to follow [Company Name] on [platforms]. Include what type of content they'll see (tips, stories, updates) and a clear call to action to follow or subscribe."

Filming Tips

- Film vertically for maximum visibility on Reels, TikTok, and Shorts.
- Keep tone upbeat and authentic. Use team members or creators if possible.
- Add on-screen icons or handles for your social platforms.
- End with motion text or voiceover: "Follow us for more stories from [Company Name]."

Suggested Length: 20 – 30 seconds

Best Format: Vertical (for social media)

Best For: Community growth, brand awareness, audience engagement

Brand & Campaign Content

IDEA 46

Influencer UGC Campaign Video

Objective

Partner with influencers or creators to produce authentic, user-generated videos that feature your product, service, or message. These videos build trust and drive engagement by showing real people using or talking about your brand in their own style.

AI Script Writing Prompt Example

"Write a 30–60 second influencer campaign video script for [Company Name]. Include how the creator should introduce the product or experience, show it in action, and share a genuine takeaway that aligns with brand values."

Filming Tips

- Encourage creators to film in their own environment for authenticity.
- Provide clear brand guidelines: tone, messaging, and key talking points.
- Request both raw clips and edited versions for flexibility in repurposing.
- Highlight diverse voices to reach broader audiences.
- Always disclose sponsorship (#ad or #partner).

Suggested Length: 30 – 60 seconds

Best Format: Vertical (for Reels, TikTok, Shorts)

Best For: Social media campaigns, brand collaborations, product launches

Brand & Campaign Content

IDEA 47

Branded Skit Campaign Video

Objective

Use short, scripted skits to tell relatable stories that highlight your brand's value or message. These videos use humor or real-life scenarios to make complex ideas easy to understand and memorable.

AI Script Writing Prompt Example

"Write a 30–60 second video script for a brand campaign that uses a short, funny, or relatable skit to illustrate [product benefit / problem solved] for [Company Name]. Include a setup, a light conflict or misunderstanding, and a quick resolution that ties naturally to the brand."

Filming Tips

- Keep dialogue short and realistic. A conversational tone works best.
- Use employees or professional actors depending on your campaign goals.
- Film in real-world environments that feel familiar to your audience.
- Add captions and light background music for energy.
- End with the brand logo and tagline.

Suggested Length: 30 – 60 seconds

Best Format: Vertical (for social campaigns) or Horizontal (for paid ads)

Best For: Awareness campaigns, product storytelling, brand engagement

Brand & Campaign Content

IDEA 48

Social Challenge Video

Objective

Create a short, engaging video that invites employees, customers, or followers to participate in a branded social challenge. These videos spark creativity, strengthen community, and expand your reach through user-generated content.

AI Script Writing Prompt Example

“Write a 30–45 second video script announcing a social challenge for [Company Name]. Include what the challenge is, how to participate, and a clear call to action like posting with #[CampaignHashtag] or tagging the company.”

Filming Tips

- Keep tone upbeat, inclusive, and fun.
- Film vertically to match social media formats.
- Show a few quick examples of how people can participate.
- Add music, motion text, and your campaign hashtag for visibility.
- End with an invitation to join the challenge.

Suggested Length: 30 – 45 seconds

Best Format: Vertical (for TikTok, Reels, and Stories)

Best For: Engagement campaigns, brand awareness, community building

Brand & Campaign Content

IDEA 49

Trend Participation Video

Objective

Join in on a trending social format or topic in a way that aligns with your brand's tone and message. These videos keep your content current, fun, and highly shareable – helping you reach new audiences organically.

AI Script Writing Prompt Example

"Write a 20–30 second video script for [Company Name] that puts a brand-relevant spin on the current [trend / sound / meme]. Include how the concept ties back to the brand while keeping the tone light, creative, and engaging."

Filming Tips

- Film vertically and follow the format or sound that's trending.
- Move quickly. Trends fade fast, so aim to post within a few days.
- Keep visuals and tone authentic to your brand voice.
- Use captions or text overlays to connect the trend to your message.
- Add a call to action that encourages engagement (comments, duets, shares).

Suggested Length: 20 – 30 seconds

Best Format: Vertical (for TikTok, Reels, Shorts)

Best For: Brand awareness, community engagement, social visibility

Brand & Campaign Content

IDEA 50

Event or Webinar Promo Video

Objective

Promote an upcoming event, conference, or webinar through a short, engaging video ad that highlights the value of attending. These videos create urgency and excitement while encouraging viewers to register or learn more.

AI Script Writing Prompt Example

"Write a 30–45 second promotional video script for [Event or Webinar Name] hosted by [Company Name]. Include what viewers will learn, who's speaking, and a clear call to action to sign up or reserve a spot."

Filming Tips

- Use dynamic visuals: talking head and speaker clips, past event footage, or branded graphics.
- Include key event details on screen: date, location, or registration link.
- Use upbeat music and tight pacing to build energy.
- End with a strong CTA: 'Register now,' 'Save your seat,' or 'Join us live.'

Suggested Length: 30 – 45 seconds

Best Format: Horizontal (for LinkedIn and YouTube) or Vertical (for social ads)

Best For: Event marketing, lead generation, community engagement

Brand & Campaign Content

Chapter 06

Podcasts & Interviews

Bring your brand to life through real conversations, expert interviews, and thought-provoking discussions.

IDEA 51

Executive Interview

Objective

Feature an in-depth, conversational interview with a company leader to share insights, experience, and vision. These videos build thought leadership, transparency, and connection with your audience.

AI Script Writing Prompt Example

"Write a 2–3 minute interview script featuring [Executive Name], [Title] at [Company Name], discussing [industry topic or company initiative]. Include thoughtful questions that highlight leadership perspective, lessons learned, and the company's direction for the future."

Filming Tips

- Use a professional interview setup: clean background, soft lighting, and clear audio.
- Keep tone natural and conversational, not scripted.
- Include B-roll of the executive in action for visual variety.
- Edit for clarity, pulling out the most engaging soundbites for short clips.
- Add lower-thirds with name, title, and topic focus.

Suggested Length: 2 – 3 minutes

Best Format: Horizontal (for LinkedIn, YouTube, or media channels)

Best For: Thought leadership, PR content, external communications

Podcasts & Interviews

IDEA 52

Expert Guest Podcast Episode

Objective

Host an engaging conversation with a respected industry expert or thought leader. These episodes build authority, expand your audience, and position your brand at the center of key industry discussions.

AI Script Writing Prompt Example

"Write a 3–5 minute podcast or video interview outline featuring [Guest Name], [Title or Expertise], discussing [industry trend or topic]. Include an introduction to the guest, 3–4 focused discussion questions, and a concise closing that connects the conversation back to [Company Name]'s mission or perspective."

Filming Tips

- Use a professional yet approachable setup either in-studio or remote with branded backdrops.
- Keep audio quality clear and consistent between speakers.
- Edit into multiple short clips for social media highlights.
- Add branded graphics for a cohesive look.
- End with a call to action like "Subscribe for more conversations" or "Listen to the full episode."

Suggested Length: 3 – 5 minutes (highlight version) or 20–30 minutes (full episode)

Best Format: Horizontal (for YouTube, LinkedIn, or podcast video feeds)

Best For: Thought leadership, brand awareness, audience engagement

Podcasts & Interviews

IDEA 53

The Origin Episode

Objective

Share the story behind your company, product, or mission through an in-depth conversation with founders or early team members. These episodes build emotional connection and trust by showing how it all began.

AI Script Writing Prompt Example

"Write a 3–5 minute interview or podcast script featuring [Founder / Early Team Member Name] sharing how [Company or Product Name] started. Include what inspired the idea, early challenges faced, and a defining moment that shaped the company's mission."

Filming Tips

- Use a conversational, documentary-style approach and minimal scripting.
- Mix archival footage or photos with modern visuals for context.
- Keep lighting and sound warm to match the tone of nostalgia and reflection.
- End with a short message about how the original vision continues to drive the company today.

Suggested Length: 3 – 5 minutes

Best Format: Horizontal (for YouTube or LinkedIn) or Audio Podcast

Best For: Brand storytelling, culture building, thought leadership

Podcasts & Interviews

IDEA 54

The Big Question

Objective

Engage audiences through a single, thought-provoking question that invites reflection and dialogue. These short interview or podcast episodes position your brand as a leader in curiosity, innovation, and meaningful conversation.

AI Script Writing Prompt Example

“Write a 2–3 minute interview or podcast script centered around the question: [Insert Big Question]. Include a short introduction to the topic, several perspectives or answers from leaders or employees, and a closing statement that encourages viewers to reflect or comment.”

Filming Tips

- Keep the tone conversational. The question should feel natural, not scripted.
- Feature a mix of voices for diverse perspectives.
- Use simple visuals: one-on-one interviews or roundtable clips.
- Add on-screen text with the featured question for clarity and engagement.
- End with a branded tagline or call to action: “What’s your answer?”

Suggested Length: 2 – 3 minutes

Best Format: Horizontal (for YouTube or LinkedIn) or Vertical (for Reels / TikTok series)

Best For: Thought leadership, brand engagement, conversation starters

Podcasts & Interviews

IDEA 55

Coffee Chat Conversations

Objective

Showcase authentic, unscripted discussions between colleagues or partners about topics that matter to your audience. These casual, conversational videos make your brand feel approachable and human.

AI Script Writing Prompt Example

"Write a 3–5 minute conversational podcast or video script featuring [Two or More Team Members] from [Company Name] having an informal chat about [topic]. Include light banter, shared experiences, and one key takeaway or insight for the viewer."

Filming Tips

- Film in a relaxed setting: a break room, lounge, or coffee shop-style backdrop.
- Use natural lighting and conversational pacing.
- Capture both wide and close-up shots for visual variety.
- Keep dialogue spontaneous and lightly guide the conversation with prompts, not a script.
- End with a short reflection or relatable takeaway.

Suggested Length: 3 – 5 minutes

Best Format: Horizontal (for YouTube / LinkedIn) or Vertical (for social snippets)

Best For: Culture storytelling, internal engagement, brand authenticity

Podcasts & Interviews

IDEA 56

Behind the Innovation

Objective

Highlight the creative process and technical expertise that drive your company's products or solutions. These conversations reveal how ideas evolve from concept to reality and celebrate the people who make innovation possible.

AI Script Writing Prompt Example

"Write a 3–5 minute podcast or video interview script featuring [Engineer / Designer / Creator Name] from [Company Name]. Include how the idea started, challenges faced during development, and the moment they knew it would succeed."

Filming Tips

- Film in the workspace or studio where innovation happens.
- Include B-roll of prototypes, product visuals, or design sessions.
- Keep the tone approachable and explain technical ideas through stories, not jargon.
- Use graphics or diagrams to visualize key points.
- End with a message that connects innovation back to the company's mission.

Suggested Length: 3 – 5 minutes

Best Format: Horizontal (for YouTube, LinkedIn, or website)

Best For: Product storytelling, recruitment marketing, brand credibility

Podcasts & Interviews

IDEA 57

Industry in the News

Objective

Provide timely commentary on current events or industry news through an interview or podcast discussion. These videos position your brand as a trusted voice that helps audiences understand key developments and their impact.

AI Script Writing Prompt Example

"Write a 2–3 minute interview or podcast script where [Host Name] and [Guest / Expert Name] discuss the recent [news event or industry update]. Include a short summary of what happened, why it matters, and how it relates to [Company Name]'s perspective or expertise."

Filming Tips

- Record quickly after major news breaks. Timeliness is key.
- Keep tone professional, factual, and insightful.
- Add relevant visuals: headlines, charts, or footage from the event (if available).
- Avoid speculation; focus on context and analysis.
- End with a takeaway or question to engage your audience: "What does this mean for our industry?"

Suggested Length: 2 – 3 minutes

Best Format: Horizontal (for LinkedIn / YouTube) or Vertical (for quick insights on social)

Best For: Thought leadership, PR positioning, audience engagement

Podcasts & Interviews

IDEA 58

Weekly Industry Recap

Objective

Share quick, insightful updates on the biggest stories, trends, or developments in your industry. These recurring videos help audiences stay informed and position your brand as a trusted source of expertise.

AI Script Writing Prompt Example

"Write a 60–90 second video or podcast script summarizing this week's top 3 stories in [industry or field]. Include a short headline recap for each, one key takeaway, and a closing line that previews what's coming next week."

Filming Tips

- Film vertically or horizontally depending on your distribution channel.
- Maintain a consistent release schedule (same day and time each week).
- Use simple graphics or text overlays for headlines and stats.
- Keep delivery upbeat, confident, and concise.
- End with a clear call to action: "Follow for next week's recap" or "Share this with your team."

Suggested Length: 60 – 90 seconds

Best Format: Vertical (for social media) or Horizontal (for LinkedIn / YouTube)

Best For: Thought leadership, brand visibility, audience retention

Podcasts & Interviews

IDEA 59

Hot Takes

Objective

Share quick, opinion-driven reactions to trending topics, news, or industry debates. These short videos add personality, spark discussion, and show your brand isn't afraid to have a point of view.

AI Script Writing Prompt Example

"Write a 30–45 second 'hot take' video script for [Company Name] reacting to [current trend or industry topic]. Include a strong opening statement, one or two supporting points, and a closing question to invite engagement."

Filming Tips

- Film vertically for quick, social-first distribution.
- Keep tone confident, conversational, and authentic.
- Add captions or bold text for key quotes or stats.
- Stay concise: one opinion, one takeaway per video.
- End with a simple CTA: "Agree or disagree?" or "What's your take?"

Suggested Length: 30 – 45 seconds

Best Format: Vertical (for TikTok, Reels, Shorts)

Best For: Thought leadership, brand personality, social engagement

Podcasts & Interviews

IDEA 60

Rapid-Fire Q&A

Objective

Add energy and authenticity to interviews by asking quick, fun, and unexpected questions. These short videos reveal personality, build connection, and make professional voices more relatable.

AI Script Writing Prompt Example

"Write a 30–60 second rapid-fire Q&A video script featuring [Guest or Employee Name] from [Company Name]. Include 5–7 quick, engaging questions – a mix of personal, professional, and lighthearted – that help viewers connect with them on a human level."

Filming Tips

- Film vertically to match the fast-paced, social style.
- Keep shots tight and pacing snappy: 1–2 seconds per question.
- Mix fun and serious prompts: 'Coffee or tea?', 'Best advice you've ever received?'
- Add subtitles or text overlays for clarity and rhythm.
- End with a closing smile or fun tagline like "Your turn!" or "Who should we interview next?"

Suggested Length: 30 – 60 seconds

Best Format: Vertical (for TikTok, Reels, Shorts)

Best For: Employee engagement, leadership storytelling, social content

Podcasts & Interviews

Chapter 07

Product & Service Stories

Turn features into stories that highlight real benefits and customer impact.

IDEA 61

Product Demo Video

Objective

Show how your product or service works through a clear, visually engaging walkthrough. These videos help viewers understand key features, benefits, and real-world use cases.

AI Script Writing Prompt Example

"Write a 60–90 second demo video script for [Product or Service Name] that highlights its main features, how it solves [specific problem], and what makes it different from competitors."

Filming Tips

- Focus on clarity and flow. Show, don't just tell.
- Use close-up visuals, screen recordings, or live product footage.
- Add subtle motion graphics or callouts for key features.
- Keep narration concise and benefits-driven.
- End with a short CTA: "Learn more," "Try it today," or "See it in action."

Suggested Length: 60 – 90 seconds

Best Format: Horizontal (for YouTube, product pages) or Vertical (for social cutdowns)

Best For: Product education, lead generation, onboarding

Product & Services Stories

IDEA 62

Before & After Story

Objective

Show the transformation your product or service makes possible. These videos visualize the “problem-to-solution” journey, helping audiences clearly see the value and results of what you offer.

AI Script Writing Prompt Example

“Write a 45–60 second video script showing a before-and-after transformation using [Product or Service Name]. Include a clear challenge in the beginning, a turning point when the solution is introduced, and a satisfying reveal of the results or impact.”

Filming Tips

- Use a visual split-screen or sequence to contrast the before and after.
- Highlight real data, testimonials, or visuals that show measurable change.
- Keep tone authentic. Real stories work better than overproduced claims.
- Add on-screen text or graphics to make key results stand out.
- End with a tagline that reinforces transformation: “See the difference,” “That’s the [Product Name] effect,” etc.

Suggested Length: 45 – 60 seconds

Best Format: Vertical (for social) or Horizontal (for case study features)

Best For: Product storytelling, case studies, brand awareness

Product & Services Stories

IDEA 63

My First Time Using [Product]

Objective

Show an authentic first experience with your product or service. These videos capture real reactions, curiosity, and discovery helping new audiences imagine themselves using it too.

AI Script Writing Prompt Example

"Write a 45–60 second video script of someone using [Product or Service Name] for the first time. Include their first impression, one surprising feature or benefit, and how they'd describe the experience in one word."

Filming Tips

- Film in a real environment where the product would naturally be used.
- Capture genuine reactions. Let moments of surprise or delight unfold naturally.
- Use quick cuts or text overlays to highlight features as they're discovered.
- Encourage personality and emotion over polish.
- End with a fun reflection or quote: "Honestly... I didn't expect that!"

Suggested Length: 45 – 60 seconds

Best Format: Vertical (for TikTok, Reels, Shorts)

Best For: Awareness campaigns, user education, product trials

Product & Services Stories

IDEA 64

What's Inside?

Objective

Take viewers behind the scenes to reveal what makes your product or service work. These videos build curiosity, transparency, and appreciation for the quality, design, or process behind what you offer.

AI Script Writing Prompt Example

"Write a 60–90 second video script for a 'What's Inside' breakdown of [Product or Service Name]. Include 3–4 key elements or features that make it effective, with short explanations of why each one matters to customers."

Filming Tips

- Use macro or close-up shots to show materials, components, or tools.
- Layer clear voiceover or on-screen text to explain each element.
- Keep visuals clean and organized. Avoid overwhelming viewers with info.
- For services, show the 'behind the scenes' workflow instead of physical parts.
- End with a reveal or summary line: "Now you know what's inside [Product Name]."

Suggested Length: 60 – 90 seconds

Best Format: Horizontal (for YouTube or product pages) or Vertical (for social teasers)

Best For: Product transparency, education, brand trust

Product & Services Stories

IDEA 65

Product Mythbusters

Objective

Debunk common myths or misconceptions about your product, service, or industry. These videos educate your audience while building trust and reinforcing your expertise.

AI Script Writing Prompt Example

“Write a 45–60 second video script debunking 3 common myths about [Product or Service Name]. Include a short intro to the misconception, a clear and engaging explanation of the truth, and a closing statement that reinforces the real value.”

Filming Tips

- Keep pacing fast and tone confident and make it feel conversational, not defensive.
- Use graphics or on-screen text to highlight each “Myth” and “Fact.”
- Include quick cutaways or demonstrations to back up each claim.
- Encourage viewer interaction: “Which myths have you heard before?”
- End with a tagline or takeaway: “Now you know the facts.”

Suggested Length: 45 – 60 seconds

Best Format: Vertical (for social) or Horizontal (for YouTube / LinkedIn)

Best For: Product education, audience engagement, brand credibility

Product & Services Stories

IDEA 66

The 10-Second Pitch Challenge

Objective

Challenge employees, partners, or customers to explain your product or service in 10 seconds or less. These quick videos test how clearly your value can be communicated and make for entertaining, shareable content.

AI Script Writing Prompt Example

"Write a 10-second video script where [Employee or Customer Name] explains [Product or Service Name] in one sentence or phrase. Include a short intro line ('Can you explain [Product Name] in 10 seconds?') and a fun closing reaction or blooper moment."

Filming Tips

- Keep tone upbeat and authentic. The challenge should feel lighthearted, not rehearsed.
- Use a timer overlay or countdown sound to add energy.
- Film several takes and cut together the best ones for variety.
- Feature a mix of roles or perspectives for a balanced view.
- End with a CTA: "How would you explain [Product Name] in 10 seconds?"

Suggested Length: 10 – 20 seconds per clip

Best Format: Vertical (for Reels, TikTok, Shorts)

Best For: Engagement campaigns, brand storytelling, internal culture

Product & Services Stories

IDEA 67

Innovation Spotlight

Objective

Highlight one standout feature, advancement, or creative idea that sets your product or service apart. These videos focus on the “why it matters,” inspiring audiences with the story behind the innovation.

AI Script Writing Prompt Example

“Write a 60–90 second video script spotlighting an innovative feature of [Product or Service Name]. Include how the idea came to life, what problem it solves, and how it impacts customers or the industry.”

Filming Tips

- Film in cinematic style: use close-ups, slow motion, and strong visuals.
- Include soundbites or quotes from the team behind the innovation.
- Use simple analogies or storytelling to explain technical concepts.
- Add subtle music and text overlays to elevate tone and clarity.
- End with a tagline that celebrates progress: “Innovation in every detail,” or “Built for what’s next.”

Suggested Length: 60 – 90 seconds

Best Format: Horizontal (for YouTube, LinkedIn, product pages)

Best For: Brand storytelling, product marketing, investor relations

Product & Services Stories

IDEA 68

Problem → Solution → Result

Objective

Show how your product or service solves a real problem and delivers measurable results. These videos combine storytelling and data to demonstrate clear, relatable impact.

AI Script Writing Prompt Example

“Write a 60–75 second video script using the Problem → Solution → Result format for [Product or Service Name]. Start with a relatable challenge your audience faces, introduce how [Product Name] solves it, and finish with a tangible outcome or success metric.”

Filming Tips

- Use visuals that clearly show each stage: frustration, discovery, and success.
- Feature real customers or team members telling the story in their own words.
- Use text overlays or motion graphics to highlight key results or data.
- Keep the message focused: one problem, one solution, one clear win.
- End with a short, confident CTA: “See how [Product Name] can help you too.”

Suggested Length: 60 – 75 seconds

Best Format: Horizontal (for case studies) or Vertical (for social cutdowns)

Best For: Case studies, sales enablement, brand trust

Product & Services Stories

IDEA 69

Customer POV Demo

Objective

Show your product or service from the customer's perspective. These first-person videos help viewers experience the journey, emotions, and outcomes as if they were the user themselves.

AI Script Writing Prompt Example

"Write a 60–75 second first-person video script showing what it's like to use [Product or Service Name] from the customer's point of view. Include initial expectations, a moment of discovery or delight, and how the experience makes their day easier or better."

Filming Tips

- Use POV-style shots (handheld or chest-mounted) for immersive realism.
- Capture authentic sounds and reactions. Make the viewer feel present.
- Include subtle text overlays or narration to guide the story.
- Keep tone personal and relatable. Use language like "I" and "you."
- End with a closing line that reflects satisfaction: "Now I can't imagine working without it."

Suggested Length: 60 – 75 seconds

Best Format: Vertical (for social) or Horizontal (for product pages)

Best For: Customer storytelling, product marketing, awareness campaigns

Product & Services Stories

IDEA 70

Proof in Numbers

Objective

Highlight measurable impact through data-driven storytelling. These videos use key metrics and real results to prove how your product or service delivers value and drives success.

AI Script Writing Prompt Example

"Write a 45–60 second video script showcasing 3–5 key performance stats or success metrics from [Product or Service Name]. Include short context for each number and include what it means and why it matters. End with a confident statement about overall impact."

Filming Tips

- Use bold, animated numbers or data visualizations for emphasis.
- Balance statistics with short quotes or visuals for context.
- Keep narration focused on meaning not just numbers.
- Maintain brand consistency in colors and fonts for data graphics.
- End with a strong message: "The numbers speak for themselves."

Suggested Length: 45 – 60 seconds

Best Format: Horizontal (for YouTube, LinkedIn, internal decks) or Vertical (for social teasers)

Best For: Performance storytelling, case studies, investor updates

Product & Services Stories

Chapter 08

Creative Formats & Visual Storytelling

Experiment with video ideas that use visual storytelling, emotion, and creative structure to keep your audience engaged no matter the topic or industry.

IDEA 71

A Day in 10 Seconds

Objective

Capture an entire workday, event, or process in just a few seconds. These fast-paced, time-compressed videos show energy, rhythm, and the behind-the-scenes flow that keeps your organization moving.

AI Script Writing Prompt Example

"Write a 10–15 second video script that visually summarizes a day in the life of [team, role, or location]. Include a quick intro line, 3–4 rapid visual moments, and a closing that captures the spirit of the day."

Filming Tips

- Use short clips or timelapse-style shots to create momentum.
- Focus on transitions: doors opening, screens lighting up, hands in motion.
- Choose music with a steady beat to match the pace.
- Keep text minimal: one caption or tagline at the end is enough.
- End on a positive visual that captures purpose or teamwork.

Suggested Length: 10 – 15 seconds

Best Format: Vertical (for social media) or Horizontal (for presentations or recaps)

Best For: Brand storytelling, culture highlights, process visualization

Creative Formats & Visual Storytelling

IDEA 72

The Power of One Line

Objective

Build an entire video around a single, powerful line or quote that captures your message. These videos use emotion, visuals, and pacing to make one idea unforgettable.

AI Script Writing Prompt Example

“Write a 20–30 second video script built around one powerful line that represents [company mission, campaign message, or value]. Use short narration or on-screen text to repeat or build toward that line, creating emotion and clarity.”

Filming Tips

- Start or end with the key line. It’s the emotional anchor of the video.
- Use simple visuals that reinforce the meaning rather than distract.
- Keep music and pacing slow and intentional.
- Experiment with silence or ambient sound to add impact.
- End with your brand logo or tagline as a quiet resolution.

Suggested Length: 20 – 30 seconds

Best Format: Vertical (for Reels or Stories) or Horizontal (for brand campaigns)

Best For: Mission-driven storytelling, campaigns, awareness

Creative Formats & Visual Storytelling

IDEA 73

One Minute, One Story

Objective

Tell a complete, engaging story in just 60 seconds. These videos challenge teams to focus on what truly matters using one clear idea, one emotional hook, and one memorable takeaway.

AI Script Writing Prompt Example

"Write a 60-second video script that tells a full story about [person, project, or customer experience]. Include a short setup, a turning point or moment of insight, and a resolution that leaves viewers inspired or informed."

Filming Tips

- Keep structure simple: beginning, middle, and end.
- Focus on one strong character or theme.
- Use close-ups or detail shots to make the story feel personal.
- Choose music that builds toward a satisfying conclusion.
- End with one clear line or image that captures the essence of the story.

Suggested Length: 60 seconds

Best Format: Vertical (for Reels or Shorts) or Horizontal (for brand storytelling)

Best For: Campaigns, testimonials, culture moments, brand awareness

Creative Formats & Visual Storytelling

IDEA 74

Object Storytelling

Objective

Tell a story through the lens of a single object that represents something bigger: your mission, a product, or a shared experience. These videos turn everyday items into visual metaphors for your brand or culture.

AI Script Writing Prompt Example

“Write a 45–60 second video script that uses one object like a tool, device, or symbol to represent [company value, product purpose, or customer impact]. Include how it’s used, what it means to the people behind it, and why it matters.”

Filming Tips

- Film close-up details: textures, movements, wear-and-tear tell their own story.
- Use voiceover or captions to personify the object or reveal its significance.
- Keep pacing slow and intentional and let viewers connect emotionally.
- End by zooming out to reveal how the object fits into the bigger picture.
- Use sound design or music to add tone: calm, inspiring, or powerful.

Suggested Length: 45 – 60 seconds

Best Format: Horizontal (for brand storytelling) or Vertical (for social media)

Best For: Culture storytelling, product symbolism, creative campaigns

Creative Formats & Visual Storytelling

IDEA 75

Start to Finish

Objective

Show the process of creating, building, or completing something from beginning to end. These videos are visually satisfying and demonstrate effort, teamwork, and transformation in action.

AI Script Writing Prompt Example

"Write a 45–60 second video script showing the journey of [project, product, or event] from start to finish. Include brief clips or moments that show progress, collaboration, and the final reveal."

Filming Tips

- Capture short clips throughout each stage of the process.
- Use time lapse or quick cuts to show movement and progress.
- Add music that builds toward the reveal or completion.
- Keep captions minimal and let visuals tell most of the story.
- End with the finished result and a short, proud statement: 'We made it happen.'

Suggested Length: 45 – 60 seconds

Best Format: Horizontal (for presentations or case studies) or Vertical (for social reels)

Best For: Project storytelling, product builds, event highlights

Creative Formats & Visual Storytelling

IDEA 76

The Reaction Shot

Objective

Capture genuine human reactions that tell the story without needing many words. These videos highlight emotion (surprise, pride, joy, or relief) to help audiences feel connected to the moment.

AI Script Writing Prompt Example

"Write a 30–45 second video script centered around reactions to [announcement, product launch, milestone, or reveal]. Include 3–4 short clips that build anticipation, the moment of reaction, and a brief reflection afterward."

Filming Tips

- Focus on real, unscripted reactions. Authenticity is the goal.
- Use slow motion or close-ups to enhance emotion.
- Layer natural sound or light music underneath.
- Capture multiple perspectives of individuals, teams, or audiences.
- End with a single line or caption that sums up the moment: 'This is why we do it.'

Suggested Length: 30 – 45 seconds

Best Format: Vertical (for social media) or Horizontal (for recaps and campaigns)

Best For: Launches, celebrations, event storytelling, internal culture

Creative Formats & Visual Storytelling

IDEA 77

In Just Three Words

Objective

Capture the essence of your brand, culture, or customer experience by asking people to describe it in just three words. These short, repeatable videos are powerful snapshots of emotion, pride, and perspective.

AI Script Writing Prompt Example

"Write a 20–30 second video script where employees, customers, or partners each describe [Company Name, Product, or Experience] in three words. Include short clips or text overlays for each response, and end with a unifying message that ties them together."

Filming Tips

- Film in diverse locations for visual variety and authenticity.
- Keep clips short and fast-paced: 1–2 seconds per person.
- Add music with rhythm or flow to match the quick transitions.
- Use text overlays for clarity if recording in noisy environments.
- End with a closing frame that combines a few of the standout words or phrases.

Suggested Length: 20 – 30 seconds

Best Format: Vertical (for Reels, Shorts, TikTok) or Horizontal (for culture reels)

Best For: Culture storytelling, testimonials, brand engagement

Creative Formats & Visual Storytelling

IDEA 78

AI-Generated B-Roll Story

Objective

Combine real footage with AI-generated visuals to bring abstract ideas, global stories, or unseen processes to life. These videos use AI creatively to extend your storytelling beyond what's possible to film in real life.

AI Script Writing Prompt Example

"Write a 45–60 second video script combining real clips from [Company or Project] with AI-generated B-roll visuals that illustrate [concept, theme, or idea]. Include transitions between real and AI footage to show imagination meeting reality."

Filming Tips

- Start with real human moments: people, places, or products.
- Use AI visuals to illustrate ideas like innovation, data, sustainability, or imagination.
- Blend both styles with consistent color tone or motion transitions.
- Add light narration or captions to connect visuals to meaning.
- End by grounding the story back in reality to your team, product, or purpose.

Suggested Length: 45 – 60 seconds

Best Format: Horizontal (for campaigns, thought leadership) or Vertical (for social storytelling)

Best For: Innovation campaigns, vision storytelling, education, brand awareness

Creative Formats & Visual Storytelling

IDEA 79

Stock, Motion & AI Voiceover Story

Objective

Create a complete, professional video using only stock footage, motion graphics, and AI-generated voiceover. Perfect for explainers, learning content, or campaigns when filming isn't possible.

AI Script Writing Prompt Example

"Write a 45–60 second script for [training topic, campaign, or explainer] using stock footage, motion graphics, and AI voiceover. Include short visual cues that align with each narration line and finish with a clear call to action or key takeaway."

Filming Tips

- Choose realistic, high-quality stock clips that feel natural and relevant.
- Use consistent color grading and pacing to create cohesion.
- Layer in text overlays or simple graphics to emphasize learning points.
- Select an AI voice that matches the tone: friendly for training, confident for marketing.
- Sync visuals tightly to narration for clarity and engagement.
- End with your logo or a key message for reinforcement.

Suggested Length: 45 – 60 seconds

Best Format: Horizontal (for e-learning, YouTube, or presentations) or Vertical (for Reels and internal comms)

Best For: Explainers, learning videos, campaigns, internal communications

Creative Formats & Visual Storytelling

IDEA 80

Imagined Futures

Objective

Visualize the future of your company, industry, or community using AI-generated imagery and motion graphics. These videos inspire audiences to dream bigger by showing what's next.

AI Script Writing Prompt Example

"Write a 45–60 second visionary video script about the future of [industry, innovation, or company mission]. Include narration or captions that describe what's possible paired with AI-generated visuals that bring the vision to life."

Filming Tips

- Use AI imagery or motion design to represent ideas that don't exist yet.
- Pair futuristic visuals with real quotes or insights from your team.
- Keep narration or captions poetic and forward-looking.
- Add cinematic music and smooth transitions to create momentum.
- End with an aspirational message: 'The future starts here' or 'Imagine what's next.'

Suggested Length: 45 – 60 seconds

Best Format: Horizontal (for campaigns and presentations) or Vertical (for social storytelling)

Best For: Vision campaigns, leadership messaging, innovation storytelling

Creative Formats & Visual Storytelling

Chapter 09

Public Relations & Corporate Communications

Use video to share news, strengthen trust, and shape your company's reputation through authentic, engaging storytelling.

IDEA 81

Press Release Video

Objective

Turn your press release into a short, engaging video that brings key messages to life. Use visuals, soundbites, or graphics to highlight what's new and why it matters.

AI Script Writing Prompt Example

"Write a 45–60 second press release video script announcing [news, launch, or update]. Summarize the key facts clearly, include one short quote from a leader or spokesperson, and end with a call to action or next step."

Filming Tips

- Use on-camera remarks or voiceover for the headline and key points.
- Add supporting visuals: product footage, event shots, or graphics.
- Keep tone factual but optimistic and confident.
- Include the company logo, date, and contact info for credibility.
- End with a clear action: 'Learn more,' 'Now available,' or 'Read the full release.'

Suggested Length: 45 – 60 seconds

Best Format: Horizontal (for media kits or YouTube) or Vertical (for LinkedIn and social press posts)

Best For: Product launches, company updates, announcements

PR & Communications

IDEA 82

Media Response Statement

Objective

Address media inquiries or public questions with a calm, credible on-camera statement. These videos reinforce transparency, professionalism, and trust during sensitive or high-visibility moments.

AI Script Writing Prompt Example

"Write a 30–45 second media response script addressing [specific topic or situation]. Include a clear opening statement, one key clarification or update, and a closing line that reinforces accountability and confidence."

Filming Tips

- Use a neutral, well-lit background and professional attire.
- Keep tone calm, direct, and factual. Avoid jargon or emotional language.
- Use lower-thirds or captions to clarify key facts or timelines.
- Record with a steady camera or tripod for a composed visual.
- End with a short reassurance or next step: 'We're taking action,' or 'We'll continue to update you.'

Suggested Length: 30 – 45 seconds

Best Format: Horizontal (for press and internal sharing) or Vertical (for quick social updates)

Best For: Crisis communication, public updates, media relations

PR & Communications

IDEA 83

Executive Quote or Statement Video

Objective

Capture a short, polished message from a company leader sharing perspective on a key announcement, milestone, or topic. These videos build credibility and make leadership communication more personal and accessible.

AI Script Writing Prompt Example

"Write a 20–30 second script for a company leader responding to [news, launch, or initiative]. Include one memorable quote that summarizes the message and a closing line that reflects confidence and vision."

Filming Tips

- Film in a professional but approachable setting: office, workspace, or neutral backdrop.
- Use natural tone and conversational pacing. Avoid reading directly from a script.
- Keep framing tight (chest-up) to emphasize eye contact and connection.
- Add captions for clarity and accessibility.
- End with a brief call to action or closing sentiment, such as 'We're just getting started.'

Suggested Length: 20 – 30 seconds

Best Format: Horizontal (for press and media kits) or Vertical (for LinkedIn and social sharing)

Best For: Thought leadership, announcements, leadership visibility

PR & Communications

IDEA 84

Crisis Communication Message

Objective

Deliver a clear, compassionate response during sensitive situations. These videos help leadership address audiences directly, showing accountability, empathy, and transparency when it matters most.

AI Script Writing Prompt Example

“Write a 45–60 second crisis communication video script addressing [specific issue or situation]. Include an empathetic opening, one or two key facts or updates, and a closing statement that reinforces responsibility and next steps.”

Filming Tips

- Choose a calm, neutral setting and avoid background distractions.
- Use a sincere, steady tone. Empathy should lead before details.
- Keep language clear and free of speculation or defensiveness.
- Include captions to ensure accessibility and accuracy.
- End with a commitment to ongoing communication: ‘We’ll continue to share updates as we move forward.’

Suggested Length: 45 – 60 seconds

Best Format: Horizontal (for internal and media distribution) or Vertical (for social transparency)

Best For: Crisis response, public updates, trust and reputation management

PR & Communications

IDEA 85

Media Recap Reel

Objective

Highlight your company's recent media coverage, event appearances, or press mentions in a short, polished recap. These videos reinforce credibility and celebrate positive visibility.

AI Script Writing Prompt Example

"Write a 30–45 second video script summarizing recent media coverage or press highlights for [company or campaign]. Include 3–4 quick visual references (headlines, clips, or quotes) and a closing line that thanks partners or audiences for their support."

Filming Tips

- Use screenshots or short clips from news features, interviews, or articles.
- Add motion graphics to display publication names, logos, or key headlines.
- Keep pacing upbeat with background music that matches your brand tone.
- Include short transitions or text callouts to connect each feature.
- End with a positive note: 'Thanks for being part of our story.'

Suggested Length: 30 – 45 seconds

Best Format: Horizontal (for LinkedIn and YouTube) or Vertical (for Reels and Stories)

Best For: PR campaigns, media coverage highlights, reputation storytelling

PR & Communications

IDEA 86

New Location Announcement

Objective

Announce a new office, store, or regional location with a short, upbeat video that celebrates growth and welcomes the community. These videos combine news with storytelling to make the moment feel personal and exciting.

AI Script Writing Prompt Example

“Write a 30–45 second announcement video script for the opening of [new location]. Include a short intro about why this expansion matters, quick visuals of the new space or community, and a closing message that invites engagement or visits.”

Filming Tips

- Capture exterior and interior shots of the new space: signage, team setup, or ribbon cutting.
- Add short team interviews or voiceover snippets about the milestone.
- Incorporate location-specific details: skyline, community, or team culture.
- Use lively music and quick edits to match the excitement.
- End with an inviting message: ‘Now open in [city name]!’ or ‘Come visit us at our new home.’

Suggested Length: 30 – 45 seconds

Best Format: Horizontal (for press and website) or Vertical (for social media and community posts)

Best For: PR announcements, expansion updates, brand storytelling

PR & Communications

IDEA 87

Community Welcome Message

Objective

Celebrate a new location or company presence by featuring voices from the local community, team members, or partners. These videos show appreciation and highlight shared values that build long-term connection.

AI Script Writing Prompt Example

“Write a 30–45 second video script welcoming our company to [city or region]. Include short clips or quotes from employees, community members, or partners expressing excitement, gratitude, and shared goals.”

Filming Tips

- Capture a mix of local visuals: landmarks, team moments, and community partners.
- Record short, natural soundbites (5–7 seconds each) with clear audio.
- Use friendly, upbeat background music for warmth and sincerity.
- Include captions or lower-thirds to identify speakers or locations.
- End with a unifying line like: ‘We’re proud to call [city name] home.’

Suggested Length: 30 – 45 seconds

Best Format: Vertical (for social media) or Horizontal (for PR and internal sharing)

Best For: Community engagement, expansion campaigns, corporate social storytelling

PR & Communications

IDEA 88

ESG Impact Story

Objective

Show how your company's environmental, social, or governance (ESG) initiatives create real-world impact. These videos make data and commitments feel human, inspiring trust through authentic storytelling.

AI Script Writing Prompt Example

"Write a 45–60 second video script highlighting our company's ESG impact in [specific area: sustainability, diversity, or community investment]. Include one measurable outcome, one personal story or example, and a closing statement that connects to our broader mission."

Filming Tips

- Capture real footage: team volunteering, eco-initiatives, or project sites.
- Combine human moments with light data visuals or infographics.
- Include one short quote from leadership or a program participant.
- Keep tone transparent, not promotional: focus on impact, not credit.
- End with a reaffirming message: 'This is how we make progress together.'

Suggested Length: 45 – 60 seconds

Best Format: Horizontal (for reports, press, and website) or Vertical (for social storytelling)

Best For: ESG updates, CSR campaigns, brand reputation

PR & Communications

IDEA 89

Investor Relations Update

Objective

Share key financial updates or growth milestones in a clear, confident, and visually engaging way. These videos help investors, partners, and employees understand performance and vision through storytelling, not spreadsheets.

AI Script Writing Prompt Example

“Write a 60–90 second video script summarizing [quarterly results, growth highlights, or investor update]. Include one key metric, a quote or message from leadership, and a brief outlook on what’s next.”

Filming Tips

- Combine on-camera remarks from leadership with motion graphics or charts.
- Keep visuals clean and consistent: simple text overlays for key figures.
- Maintain a professional but optimistic tone; clarity builds confidence.
- Use background music sparingly to keep focus on the message.
- End with a forward-looking statement: ‘We’re excited for what’s ahead.’

Suggested Length: 60 – 90 seconds

Best Format: Horizontal (for investor portals, reports, and presentations)

Best For: Quarterly updates, investor meetings, partner communications

PR & Communications

IDEA 90

The Year Ahead Message

Objective

Inspire confidence and alignment by sharing your company's focus for the year ahead. These videos communicate vision and direction directly from leadership in an authentic, motivating way.

AI Script Writing Prompt Example

"Write a 60–90 second video script for a company leader outlining priorities and goals for the year ahead. Include a brief reflection on last year's achievements, a few key themes for the future, and an optimistic closing message."

Filming Tips

- Film leadership in a clean, well-lit setting: office, studio, or community space.
- Keep tone conversational and sincere. Talk to employees and stakeholders, not at them.
- Incorporate b-roll or motion graphics showing progress, people, or milestones.
- Maintain steady pacing. Optimism should feel grounded and clear.
- End with a confident closing line like: 'Here's to a year of growth and possibility.'

Suggested Length: 60 – 90 seconds

Best Format: Horizontal (for all-company communications and media sharing) or Vertical (for internal social channels)

Best For: Annual communications, leadership updates, internal alignment

PR & Communications

Chapter 10

Going Global

Use video to connect teams, localize messages, and celebrate culture across borders through authentic, multilingual storytelling.

IDEA 91

Global Team Welcome Video

Objective

Introduce your international teams and celebrate the people behind your global presence. These videos build connection across regions and showcase the diverse talent that powers your organization.

AI Script Writing Prompt Example

"Write a 45–60 second video script welcoming viewers to our global team. Include short clips or quotes from employees in different regions, highlighting what makes their team unique and how they contribute to our shared mission."

Filming Tips

- Ask each region to record short clips (5–7 seconds) introducing their team or location.
- Use a consistent greeting or phrase to unify the video.
- Include a mix of people, offices, and cultural visuals from around the world.
- Add light music and captions to identify each region.
- End with a unifying statement like: 'Together, we are [Company Name].'

Suggested Length: 45 – 60 seconds

Best Format: Horizontal (for company-wide communications) or Vertical (for social storytelling)

Best For: Global communications, culture building, international onboarding

Going Global

IDEA 92

Message in Every Language

Objective

Share one unified message across multiple regions and languages. These videos ensure your message feels local everywhere helping global teams and audiences connect through inclusive communication.

AI Script Writing Prompt Example

"Write a 45–60 second global message video script about [announcement, milestone, or company update]. Include short sections or phrases translated into multiple languages, keeping tone consistent and clear across all versions."

Filming Tips

- Start with one universal version of the message. Then use AI voiceover or translation to adapt it.
- Combine clips from different regions or speakers for a global montage.
- Add subtitles in each language for accessibility and clarity.
- Maintain consistent branding and tone across all versions.
- End with a unified phrase like: 'One team. One mission. Many voices.'

Suggested Length: 45 – 60 seconds

Best Format: Horizontal (for company-wide updates) or Vertical (for social platforms)

Best For: Global announcements, leadership messages, cross-regional campaigns

Going Global

IDEA 93

Culture Spotlight Series

Objective

Highlight the people, traditions, and everyday moments that make each regional office unique. These videos celebrate cultural diversity and strengthen connection across your global organization.

AI Script Writing Prompt Example

"Write a 30–45 second video script spotlighting the culture of our [region or office name] team. Include short moments that show how local traditions, teamwork, and community reflect our global values."

Filming Tips

- Ask each regional team to film casual clips: office life, local events, celebrations, or traditions.
- Capture candid moments over posed interviews.
- Add brief captions or voiceovers to give context for viewers in other regions.
- Maintain consistent intro and outro branding for each spotlight.
- End with a tagline like: 'Different cultures. One company.'

Suggested Length: 30 – 45 seconds

Best Format: Vertical (for internal and social storytelling) or Horizontal (for company-wide events)

Best For: Global engagement, internal culture, diversity and inclusion campaigns

Going Global

IDEA 94

Customer Stories Around the World

Objective

Showcase how customers or partners in different regions use your product or service. These videos highlight real outcomes and diverse perspectives building global credibility through authentic storytelling.

AI Script Writing Prompt Example

“Write a 45–60 second customer story video featuring clients from [multiple regions or markets]. Include one key challenge, how our solution helped, and a closing statement that unites the stories under one global message.”

Filming Tips

- Capture short clips or interviews from customers in different countries.
- Use consistent framing and tone across all regions for cohesion.
- Add subtitles or translated captions for multilingual audiences.
- Blend customer soundbites with b-roll of their workplace or community.
- End with a unifying message like: ‘One solution. Many success stories.’

Suggested Length: 45 – 60 seconds

Best Format: Horizontal (for campaigns and case studies) or Vertical (for social media highlights)

Best For: Customer storytelling, global campaigns, partner marketing

Going Global

IDEA 95

Cross-Cultural Collaboration Story

Objective

Show how teams across regions, languages, and time zones work together toward a shared goal. These videos celebrate connection, problem-solving, and innovation across cultures.

AI Script Writing Prompt Example

"Write a 60-second video script telling the story of how teams from [two or more regions] collaborated on [specific project or initiative]. Include quick soundbites or visuals from each location and a closing message about teamwork and shared success."

Filming Tips

- Ask each team to film short clips of their contribution or workspace.
- Highlight moments of communication: video calls, shared planning, or coordination.
- Use a global map animation or text overlay to show locations involved.
- Keep pacing upbeat, with transitions that reflect motion and collaboration.
- End with a unifying message like: 'Different places. One purpose.'

Suggested Length: 45 – 60 seconds

Best Format: Horizontal (for internal communications and presentations) or Vertical (for global storytelling on social)

Best For: Team storytelling, project recaps, internal communications

Going Global

IDEA 96

Localized Learning Video

Objective

Turn training or onboarding content into region-specific videos that reflect local languages, customs, and examples. These videos help global teams learn consistently while keeping communication relatable and inclusive.

AI Script Writing Prompt Example

"Write a 60-second training or onboarding video script adapted for [specific region or country]. Include one key concept or process explained in plain language, with examples that fit the local context."

Filming Tips

- Start with a universal master script, then adapt it for each region.
- Use AI translation or voiceover tools to create multiple language versions.
- Swap visuals or examples to reflect local workplaces, tools, or norms.
- Add region-specific captions and graphics for clarity.
- End with a unifying message like: 'Same mission, shared learning – everywhere we work.'

Suggested Length: 45 – 60 seconds

Best Format: Horizontal (for e-learning platforms) or Vertical (for mobile training)

Best For: Global training, onboarding, learning and development

Going Global

IDEA 97

Global Event Recap

Objective

Capture the energy and connection of company-wide events that bring teams together from around the world. These videos celebrate global culture, collaboration, and shared purpose.

AI Script Writing Prompt Example

"Write a 45–60 second recap video script summarizing highlights from our global event [event name]. Include short clips of speakers, teamwork, celebrations, and a closing message about unity and inspiration."

Filming Tips

- Gather clips from different regional attendees both in-person and virtual.
- Include soundbites from leadership or team members sharing takeaways.
- Mix crowd shots, workshops, panels, and candid moments for variety.
- Add upbeat music and fast-paced transitions for excitement.
- End with a line like: 'One event. One global team.'

Suggested Length: 45 – 60 seconds

Best Format: Horizontal (for internal distribution or YouTube) or Vertical (for social highlights)

Best For: Company events, all-hands meetings, conferences

Going Global

IDEA 98

Holiday Greetings Around the Globe

Objective

Celebrate the season by featuring employees from different countries sharing holiday messages in their own languages. These videos spread joy, showcase diversity, and make global teams feel connected.

AI Script Writing Prompt Example

"Write a 30–45 second holiday video script featuring employees from multiple regions. Include short greetings in different languages and a closing message about unity and gratitude."

Filming Tips

- Ask employees to film short greetings (3–5 seconds each) in their local setting or attire.
- Encourage natural, cheerful energy: families, pets, or decorations add warmth.
- Add captions translating each greeting for clarity.
- Use festive but subtle music to match your brand tone.
- End with a unifying closing line like: 'From all of us around the world – happy holidays!'

Suggested Length: 30 – 45 seconds

Best Format: Vertical (for social and internal sharing) or Horizontal (for company-wide communications)

Best For: Holiday messages, team appreciation, global engagement

Going Global

IDEA 99

One Global Impact

Objective

Show how your company's global reach creates meaningful impact across communities, industries, or the planet. These videos combine data with emotion to tell one unified story of purpose in action.

AI Script Writing Prompt Example

"Write a 60-second video script highlighting our company's global impact in [specific areas such as sustainability, community, or innovation].

Include a few key stats, visuals from different regions, and a closing message about shared purpose."

Filming Tips

- Gather footage from regional initiatives or projects around the world.
- Combine real clips with light data graphics or text overlays for scale.
- Feature short quotes or reactions from employees or community partners.
- Use uplifting, cinematic music to build emotion.
- End with a global view or tagline like: 'Together, we make a world of difference.'

Suggested Length: 60 seconds

Best Format: Horizontal (for campaigns and reports) or Vertical (for social storytelling)

Best For: ESG storytelling, annual reports, purpose-driven marketing

Going Global

IDEA 100

Stories Without Borders

Objective

Remind audiences that great stories connect people everywhere. These videos show that authenticity transcends language, location, and title proving that every story has the power to bring the world a little closer.

AI Script Writing Prompt Example

"Write a 60–90 second video script celebrating the power of storytelling across cultures and countries. Include clips or quotes from different regions that show how shared stories build understanding, trust, and unity."

Filming Tips

- Gather short clips from teams, customers, or communities in different regions.
- Use simple, honest visuals: people speaking, laughing, collaborating.
- Include translated captions or voiceovers to keep the story inclusive.
- Keep the pacing slow and emotional with warm, cinematic music.
- End with a closing line like: 'Because when we share our stories, the world feels closer.'

Suggested Length: 60 – 90 seconds

Best Format: Horizontal (for brand and culture storytelling) or Vertical (for global social campaigns)

Best For: Global storytelling, brand culture, closing messages

Going Global

Closing Summary: The Future of Storytelling

The future of storytelling is not about bigger productions or louder messages. It is about connection.

When every employee can create, every customer can be heard, and every leader can communicate clearly, your company becomes more human and more powerful.

Video is no longer just a medium. It is the language of modern communication.

It builds trust, scales creativity, and unites teams across roles, regions, and time zones.

As you bring these 100 ideas to life, remember that the goal is not perfection but presence. Every short clip, every message, and every story adds to something bigger, a living library of who you are as a company.

The tools are ready. The ideas are here.
Now, it is your turn to create.

Get In Touch

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