

advertorials # part2



DID YOU KNOW?
 The first video uploaded to YouTube was called 'Me at the zoo' and it features one of the founders of YouTube at the San Diego Zoo. It was uploaded on 23 April 2005.

You are going to create your own sponsored video! But first you need to know the rules.

EXERCISE 1

Watch the following video:

https://www.youtube.com/watch?time_continue=64&v=rosrY_Aagc&feature=emb_logo

Answer the questions below. If you don't know the answer you can look it up on the internet.

What does it mean to endorse a product?

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What is this video about? If you endorse a product on social media you have to make clear to your viewers

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If you were offered a 50% discount by a company, do you need to mention this in your product review?

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If you were given a product for free, but you did not receive payment, do you still need to mention this?

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DID YOU KNOW?
 Running a successful YouTube channel is a fulltime job.

What is the most important rule when it comes to informing your audience about your relationship with the brand?

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EXERCISE 2

Now you are ready to make your own sponsored video!

Step 1

Decide on the product that you are going to promote for a company.
Choose one of the following products or brands:

1. a toothpaste brand
2. an app of your choosing
3. a drink
4. a brand of headphones
5. a clothing / shoes brand
6. a make-up product
7. a game

The product/brand I choose is:

.....

Step 2

You have a successful YouTube channel that is very interesting to the company.
Fill in this profile about your channel.

My channel is named I make videos about

..... I have followers.

Also fill in why the company would want to work with you.

The company is named They to work with the YouTuber because

.....

Step 3

Come up with an idea for a video to promote the product or brand. Write your idea down in key words.

★ TIP

Picture what kind of video you would like to make / would like to see. Is it an honest product review, endorsement, a scripted ad, or is the product simply shown in the background?

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Step 4

Write the script for your video. Your video should be 1-2 minutes long.

+ TIPS:

Ask yourself the following questions:

- What is the goal of the video?
- Who is your audience?
- What is the message of the video?
- What is the call-to-action? What do you want your audience to do?

INTRODUCTION:

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CORE MESSAGE:

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CATCHY CONCLUSION:

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Step 5

Decide how you are going to inform your viewers that this video is sponsored. Tip: check out this video that helps you with the Dutch rules: <https://www.youtube.com/watch?v=SwMCWkvApWQ&feature=youtu.be>

Step 6

Record your video. Also, write the description. The description is some short information about the video that helps YouTube understand the content of a video. Good descriptions can lead to higher rankings in YouTube search.

Title:

Description:

.....

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+ TIPS:

- Write a long description
- Offer substance but don't give everything away
- Include a Call to action

EXERCISE 3

Show your video to a family member of a friend.

What do they think about your video?

Was it clear to them that your video was sponsored?

Is there something you can improve about your video?

