

DAVID vs GOLIATH  
*Web Videos Frame Your Cinematic Narrative*



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Web video has become a powerful, indispensable tool. How can Tech companies harness this power? Sci-Tech executives usually have a good grasp of their market and a practiced elevator pitch. Roberto Mighty argues that where they often need help is in *framing their narrative and making it cinematic*.

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## DAVID vs GOLIATH

by Roberto Mighty, Founder, Celestial Media, Inc.

Web video has become a powerful, indispensable tool. How can Tech companies harness this power? In my experience, Sci-Tech executives usually have a good grasp of their market and a practiced elevator pitch. Where they often need help is in framing their narrative and making it cinematic.

### **Example...**

#### *Market*

Under-financed armies with inadequately armed soldiers

#### *Elevator Pitch*

“Our product — an inexpensive projectile launcher made from common materials — will enable a lightly armed soldier to beat a better equipped adversary.”

Nice pitch. It defines the product ("a projectile launcher,") and gives the brand promise: ("will enable a lightly armed soldier to beat a better equipped adversary.") But where's the story?

### **Framing Your Narrative**

The pitch did not create an emotional response or otherwise appeal to the non-logical part of the buyer's brain. It had no narrative.

Your elevator pitch is a brief, compelling description of your company, product or service. That's the "what." Your narrative elicits an emotional response and supplies the who, how, where and why of your company, product or service.

*Here's a narrative to go with that pitch:*

“Two armies face each other, poised for battle. One side has a fearsome warrior -- a giant, who challenges the other side's greatest soldiers to single combat. None of them will face the giant. Finally, a small servant boy utilizes our innovative projectile launcher, triumphs over the well-armed giant and becomes a legendary King.”

*Now **that** story has a good chance of going viral, Dude.*

### **Identifying Cinematic Narrative Elements**

How do we apply this approach to tech companies? A good Video Producer would help you identify your company's narrative elements and translate those narrative elements into cinematic elements to grab hold of your viewing audi-

ence. Can we get testimonials from users on how your product or service changed their lives? Is your service or manufacturing process performed in a place (or by people) that would look cool on camera? Does one of your Founders have a compelling backstory (*born in a log cabin...ridiculed by colleagues for decades...raised in Hawaii\**) that will resonate with your audience on an emotional level?

### **Video Production**

Your Web video should tell your company's story, ideally, in between 2 and 5 minutes. Your production might feature user testimonials for an "end user" play; your chief executive for a "responsibility" play; your chief technical officer or scientist for an "authority" play; or user generated videos for an "authenticity" play. Your video should end with contact information and some specific call to action — "contact Jane Smith to find out what we can do for you," "forward to a friend," "go to our site."

### **Video Distribution**

Consider your distribution options up front. Different distribution services —YouTube, Facebook, Google, TV, Cable — appeal to slightly different audiences. Also, your video's intended playback device (handheld, desktop, DVD. speaker support) will impact production decisions.

### **Tracking, Metrics, Analysis, Followup**

Once your videos are on the web, you'll have many options for generating metrics, analyzing the data and following up. Use these opportunities to fine tune your campaign.

### **Wrapup**

To summarize, your most effective web videos use your elevator pitch and company information as a point of departure to develop your narrative elements. A good **Producer** will help you translate those narrative elements into cinematic elements. Your video will tell your story compellingly in a brief time. A strategic video distribution campaign will get your video to your intended audience. Tracking, metrics, analysis and followup will help maximize your campaign's effectiveness. Now...go get Goliath.

*\* Abraham Lincoln, Judah Folkman, Barack Obama*

*Roberto Mighty, Founder/Producer at Celestial Media and Adjunct Professor at Emerson College, has been writing and producing television, video and new media for over 20 years. His Sci-Tech clients include Boston Scientific, MIT's Whitehead Institute for Biomedical Research, Harvard Medical School, the UMASS STEM initiative, and many others.*