

TASK DETAILS	
Title	CREATING A COMPANY COMMERCIAL VIDEO
Type	TEAM
Activity Stage	BUSINESS PROCESS
Department	IT & DESIGN
Duration	3x SESSION, 6 LESSON HOUR
LEARNING OBJECTIVE	OUTPUT
	Company's Commercial Video

INTRODUCTION

A commercial video is a visual promotional tool that combines images, sound, and narration to convey a business message powerfully and effectively. In a virtual business context, this video serves to build the company's image, introduce products or services, and attract the target market's attention. The ideal duration of an advertisement video is between 30 to 90 seconds, making it important for video creators to craft concise, engaging, and easily understood messages.

No	ACTIVITY
1	<p>Reference Study & Analysis</p> <p>Direct the VP and team members to study examples of advertisement videos (TV, YouTube, Instagram Ads, etc.) relevant to the virtual company's target market.</p> <p>Use the commercial video assessment rubric from the VCI Portal as a guide, and identify key elements such as:</p> <ul style="list-style-type: none"> ○ Presentation style ○ Story structure ○ Audio-visual elements ○ Duration ○ Call to action.
2	<p>Concept Development & Script Writing</p> <p>Discuss and determine:</p> <ul style="list-style-type: none"> ○ The main purpose of the video (brand awareness, product launch, education, etc.). ○ The key message and theme to be delivered. <p>Proceed to write a complete video script, including narration or dialogue to be used in the video. Ensure the script incorporates emotion, logic, and the virtual company's brand values.</p> <p>Note: Scriptwriting examples can be downloaded online or generated using AI tools.</p>
3	<p>Creating a Storyboard</p> <ul style="list-style-type: none"> • To facilitate visualizing the shoot, discuss creating a storyboard. Use the provided storyboard format based on the script.

	<ul style="list-style-type: none"> • Sketch each scene simply, including scene descriptions, narration text, and sound plans (music/effects).
4	<p>Video Production</p> <p>Determine and prepare:</p> <ul style="list-style-type: none"> ○ A production team leader with an interest or skill in videography. ○ Recording equipment (smartphone camera, DSLR, clip-on microphone, tripod, etc.). ○ Filming locations (indoor/outdoor), considering lighting and background noise. ○ Cast or models, either internal or external to the team. ○ Filming schedule, taking into account weather and natural lighting. <p>Create a shooting schedule for an efficient and organized process.</p>
5	<p>Editing & Refinement</p> <p>Use video editing software like CapCut, Canva, iMovie, Adobe Premiere, or simple mobile apps, then, add visual and audio elements such as:</p> <ul style="list-style-type: none"> ○ Company logo ○ Royalty-free background music ○ Subtitles ○ Call to action <p>Ensure the final result does not exceed 90 seconds and has clear audio-visual quality.</p>
6	<p>Review & Revisions</p> <ul style="list-style-type: none"> • Present the initial version to the Chief of Marketing, CEO, COO, and facilitator for feedback. • Make revisions based on received feedback (story flow, duration, sound quality, messaging, etc.).
7	<p>Publication & Reporting</p> <ul style="list-style-type: none"> • After receiving approval from the CEO, COO, and facilitator, upload the video to the company's social media platforms. • Send the video link to the VCI team for documentation and participation in advertisement video competitions (if applicable).

REFERENCE

1. [Commercial Video Assessment Rubric – VCI Portal]
2. *How to Make a Great Commercial Video* (HubSpot, Biteable)

TASK TEMPLATE

1. Story Board – [LINK](#)
2. Social Media Content Plan – [LINK](#)