

# Employee Recognition

CREATIVE BRIEF



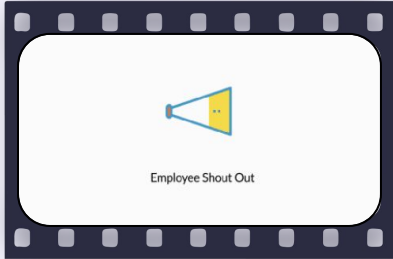
Shout Out

Creating a video for employee recognition is a great way to show your staff and employees how much they mean to you and that their hard work and dedication is not going unnoticed. This kind of content builds stronger teams and lasting bonds.

**RECORD BY THIS DATE: XXXXX**

## BUMPER

5 seconds



### Scene Description

Video opens with an animated bumper.

### Talking Points

N/A

### Production Notes

- FX: Animated graphic

## SCENE 1

10 seconds



### Scene Description

The scene is dedicated to introducing on-camera talent.

### Talking Points

- Hello and welcome!
- My name is Samantha Taylor
- We're going to celebrate some of our coworkers today!

### Production Notes

- Lower thirds: Name and Title

## SCENE 2

20 seconds



### Scene Description

Announce who has been promoted.

### Talking Points

- Congratulations to Angela Kingsley on becoming a statistics manager.

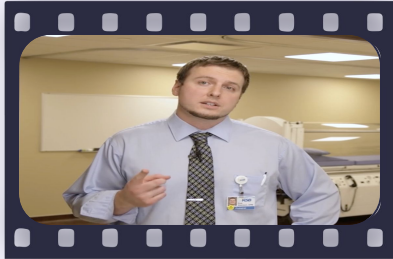
### Production Notes

- FX: Photo of Angela will be used as b-roll and on screen.



## Scene 3

20 seconds



### Scene Description

Announce work anniversaries.

### Talking Points

- Max Power has been with KSB for 10 years. Thanks for all you do, Max!

### Production Notes

- FX: Photo of Max will be used as b-roll and on screen.



## SCENE 4

20 seconds



### Scene Description

Announce any birthdays being celebrated this month.

### Talking Points

- Who are they and what department do they work in?

### Production Notes

- FX: Images of the people who are celebrating a birthdays this month.



## SCENE 5

30 seconds



### Scene Description

Wrap up the video by announcing the birthday's in the current month.

### Talking Points

- Here are our birthdays in the month of April! Happy birthday, team!

### Production Notes

- FX: Names graphic appears on screen with each of the month's birthdays.

