

VIDEO TESTIMONIAL COLOQUICK



Setup

- 1) The video **must** be recorded **horizontally** (landscape view).
- 2) **Good lighting conditions/camera handling**
 - a. The video must not be recorded too dark/noisy
 - b. Avoid shaking the camera
- 3) **General: Background, clothing etc.**
 - a. Remember: A **CLEAN** background represents the farmer, the farm and coloQuick
 - b. Make sure that clothes and shoes are clean
 - c. Make sure that no footage shows the tube feeder
 - d. The farmer may not wear commercials for other products/brands
- 4) **Cover video footage** (this is used with the sound from the main interview video – thus, the sound from cover footage is not used)
 - a. Sign or other with the name of the farm
 - b. The farm seen from outside
 - c. The customer standing by the system, showing how it is used
 - d. Overview of stable and calves
 - e. The customer walking down a stable aisle (optionally clapping a calf)
- 5) **Interview**
 - a. The farmer must be holding a **coloQuick cartridge**
 - b. The video must be a **one-take** (no interruptions)
 - c. If possible, make 2 successful recordings (so that there is something to choose from)
 - d. Maximum length on each clip: 30-45 seconds
 - e. The farmer must speak loud and clear
 - f. Pay attention to loud background noise (avoid high sounds from cows and machinery)



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Playbook

- **Introduction:** The farmer tells:
 - **HIS/HER NAME**
 - **THE NAME OF THE FARM**
 - **LOCATION**
 - **COUNTRY**
 - **NUMBER OF COWS**
 - And answers the question: **WHAT HAS COLOQUICK GIVEN YOU?**
- **Write the customer details for the video:**
 - Name:
 - Address:
 - Number of cows:
 - Milk yield (Liters/year):
 - coloQuick owner since (year):

The videos must be sent using WeTransfer.com

After uploading, the customer details and customer name is sent to: trine@coloquick.com