

SOLUTIONS GUIDE

# **An insiders guide to creating effective marketing videos more efficiently**

# Introduction

Today, nearly every Enterprise-scale marketing campaign involves creating quality video content on faster timelines with tighter budgets.

And nearly all of those campaigns repurpose that video content for a variety of applications and platforms from broadcast TV, streaming platforms, and social media to websites and direct-marketing emails.

## What do we know?

As part of a large marketing organization ourselves, we know what it takes to create video at scale. We've earned recognition for our unique content, creating video case studies about customers from Princess Cruises to Disney+ to highlight their use of Frame.io. These videos can yield hundreds of assets across many formats and involve creative contributors, project managers, and marketing stakeholders.

**In other words, we understand our customers because we are our customers.**

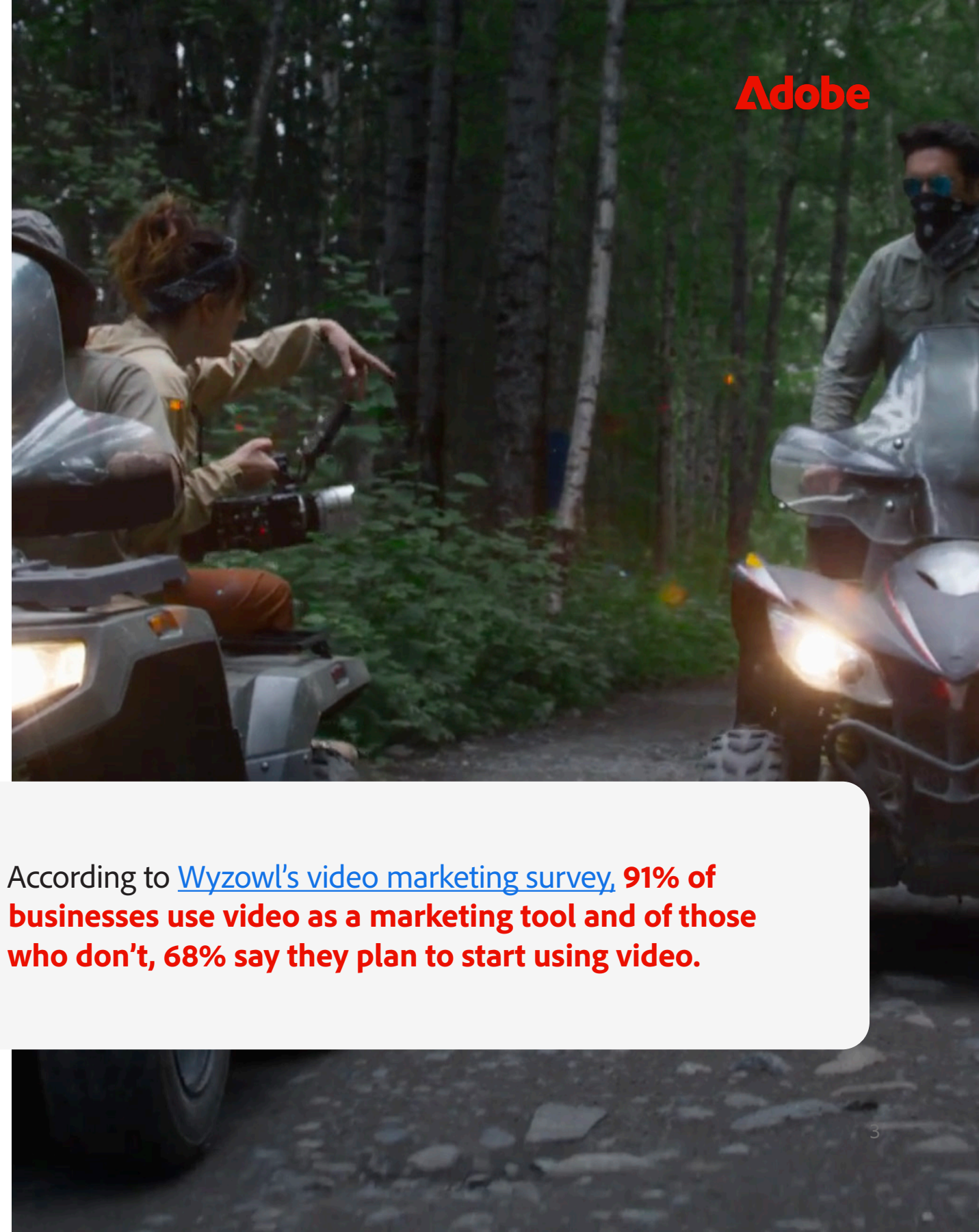




If there's anything we've learned, it's that marketing organizations have to maintain high standards on compressed schedules. For example, when we shoot a customer testimonial, our "talent" is often busy doing their job as we capture them in action. Our challenge is to respect their time and stay out of the way, while always trying to deliver something that exceeds the requirements of our creative briefs. Really, that's no different than making spots with elite athletes or highly paid actors on a busy set.

**We've walked in your shoes, experienced your pain and, as a result, have focused on designing new and novel ways of reducing time and travel, shortening review cycles, and decreasing friction—which equates to giving us more time to focus on the creative aspects of what we're making.**

But because we also produce a product, our ethos is that as we create our videos, we want to show our customers not just the video itself, but how we've done it. With that, it's our pleasure to provide the guide to efficient, effective video for marketing campaigns, so you can benefit from the many shortcuts we've discovered and avoid the speed bumps we've encountered.



According to [Wyzowl's video marketing survey](#), **91% of businesses use video as a marketing tool and of those who don't, 68% say they plan to start using video.**

Part 01

# Pre-production setup

Setting up for success
Inviting collaborators
Controlling access
Uploading files

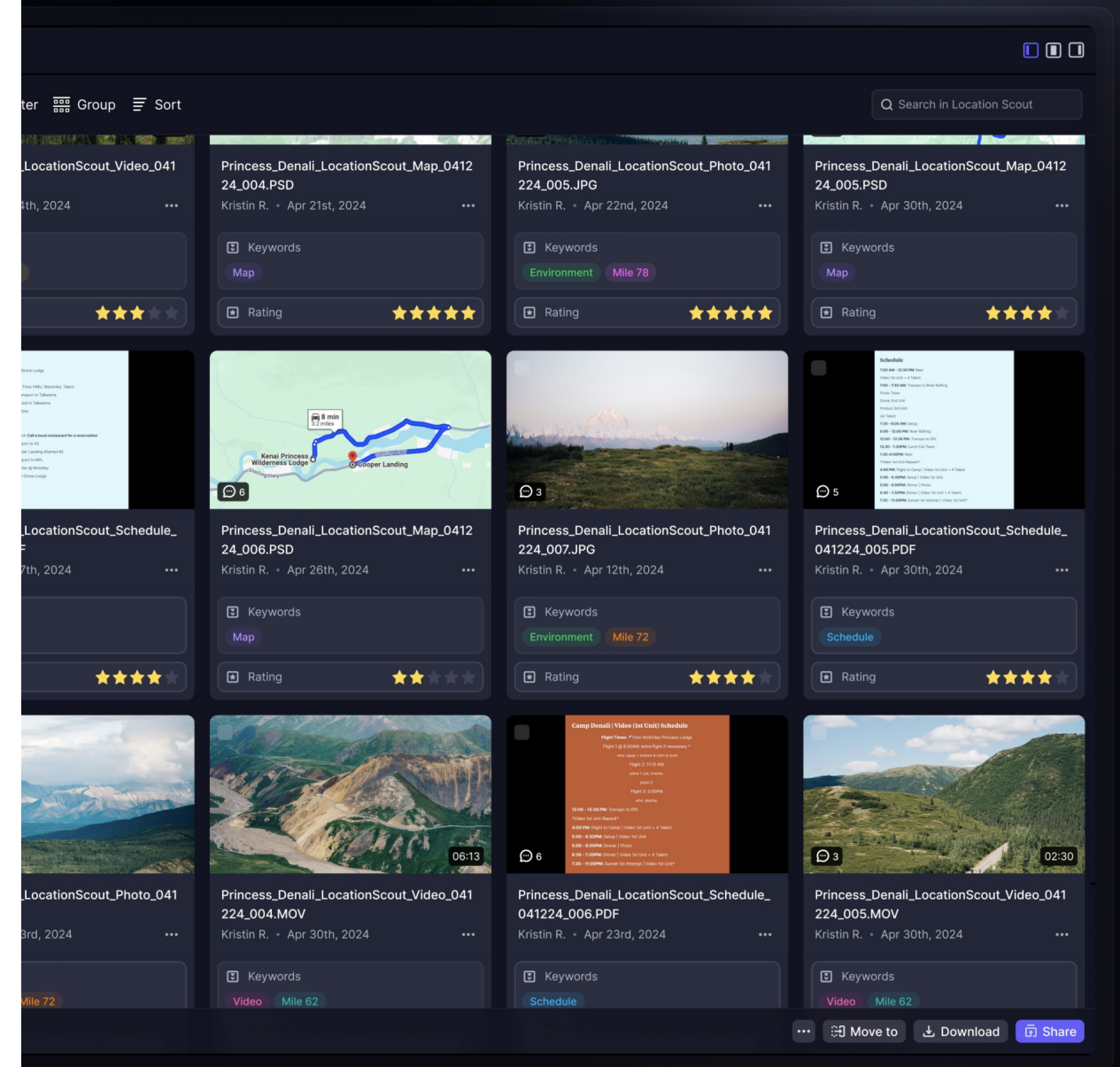


Pre-production planning is critical to the success of every project. Your planning materials include everything from location photos to lens tests, call sheets, casting sessions, inspiration boards, production designs, shot lists, scripts, storyboards...and on and on.

Adding to the complexity is that not all your collaborators are going to be in the same place, or even the same time zone. Producers, directors, cinematographers, art directors, set designers, and casting agents might never be physically together throughout the entire process.

What you need is one place where all those assets can live, a centralized hub that's secured to admit only those who should have access but is available at any hour of the day or night, no matter the time zone.

Frame.io is that hub. It's the creative management layer that keeps all your assets and all your collaborators centralized and organized, securely, in one place in the cloud. By reducing the time it takes to find, share, review, and approve assets, Frame.io helps you increase your content and collaboration velocity while saving time throughout your entire production workflow. The best part is that by minimizing the time you spend on organizational tasks or finding assets, the more time you get to focus on the quality of your final product.

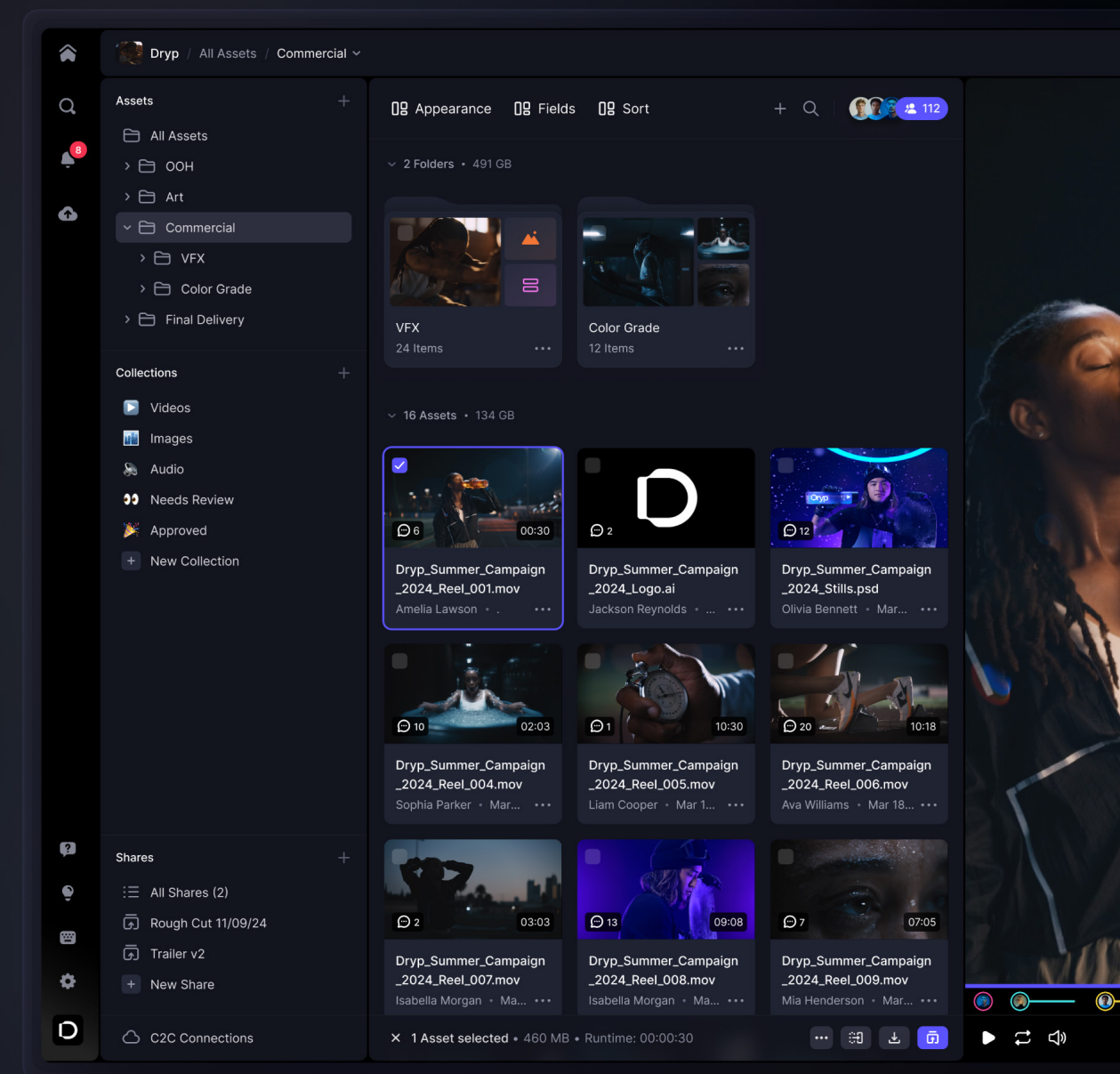


## Setting up for success

One of the benefits of using Frame.io is the ability to put every bit of information that's necessary for the production into the Frame.io project. The flexible folder structure allows you to configure it the way it works best for you—and if you've established a way to organize your projects that you love, you can create a template for future projects so they're always structured the same way—which means that you can worry less about how to approach a project each time. You already have your game plan in place—it's just the players who have changed.

The producer (or coordinator or project manager) sets up the project by creating the folder structure, which can be organized by department or process or task—really any way that's most intuitive for your team to use.

**Pro Tip:** Standardize your folder structure and make a copy so you can pop it into Frame.io for future projects.





## Inviting collaborators

From creative directors and marketing leadership to directors, writers, cinematographers, location scouts, art directors, and all of your creative collaborators, Frame.io lets everyone who needs to be part of the marketing strategy and creative execution talk to each other in one place.

Invite creative leaders and contributors to use Frame.io as the repository for their ideas and assets. Add brand and marketing contributors to give them visibility into the creative to ensure that it supports the brief or purpose of the campaign, and complies with brand standards across all creative assets. The earlier all contributors and collaborators are aligned, the less likely there are to be disagreements later in the process.

It's also a way for key creatives to collaborate effectively from different locations. Consider how Xfinity has formed a virtual agency with creatives scattered across the country.

### Add to Workspace

Q Add members

Full access ▾

#### Suggested



Justin Valente jvalente@nordica.io



Jodi Sweetman jsweetman@nordica.io



Kate Andrews kandrews@nordica.io



Lei Xing lxing@nordica.io

"It's allowed the marketers to really be part of the creative process. They're using a lot of similar toolsets, and they have access to the same information that we have."

**Christopher Grove, Creative VP of Operations, Xfinity**

## Controlling access

That brings us to the issue of access. Frame.io makes it easy to control who has access—and what kind of access they have—to the parts and pieces of the project. You can control everything from whether someone can upload or download assets, whether they're able to share assets or work-in-progress with others, whether they can leave comments on assets or just view them.

Consider the use case of an international brand like Adobe. “Internally” we have offices scattered around the world. But we also work with many global agencies and a variety of freelancers or contractors. And all of those creatives need access to brand guidelines and assets such as video or product libraries, templates, fonts, colors, logos, animated titles, and so much more. Brand managers may want to control who can access those libraries, who can download those assets, and who can edit and upload new assets to ensure that all assets are consistent across the many different creative entities.



Ahmir Miller

amiller@email.com

Role

Remove User

Account role

Member

Last seen

2d ago

Joined

February 03, 2022

Timezone

UTC-05:00 - Eastern Time

3 Projects

Shares in Prod

Last updated 1 month ago

Full Access

Case Study

Last updated 1 month ago

Full Access

DQA

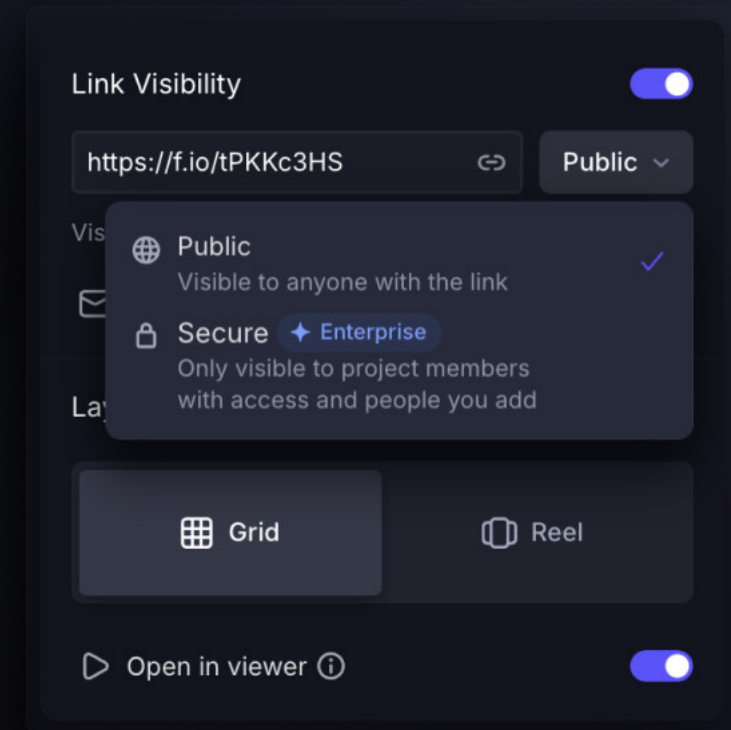
Last updated 2 day ago

Full Access



Beyond that, as new video assets are being created, it can be unnecessary for marketing or agency stakeholders to get deeply into the weeds of the production process. In this case, producers or project managers may wish to keep them out of the production folders and only invite them to the project when it's ready for their input by creating a folder or link that's exclusively for review.

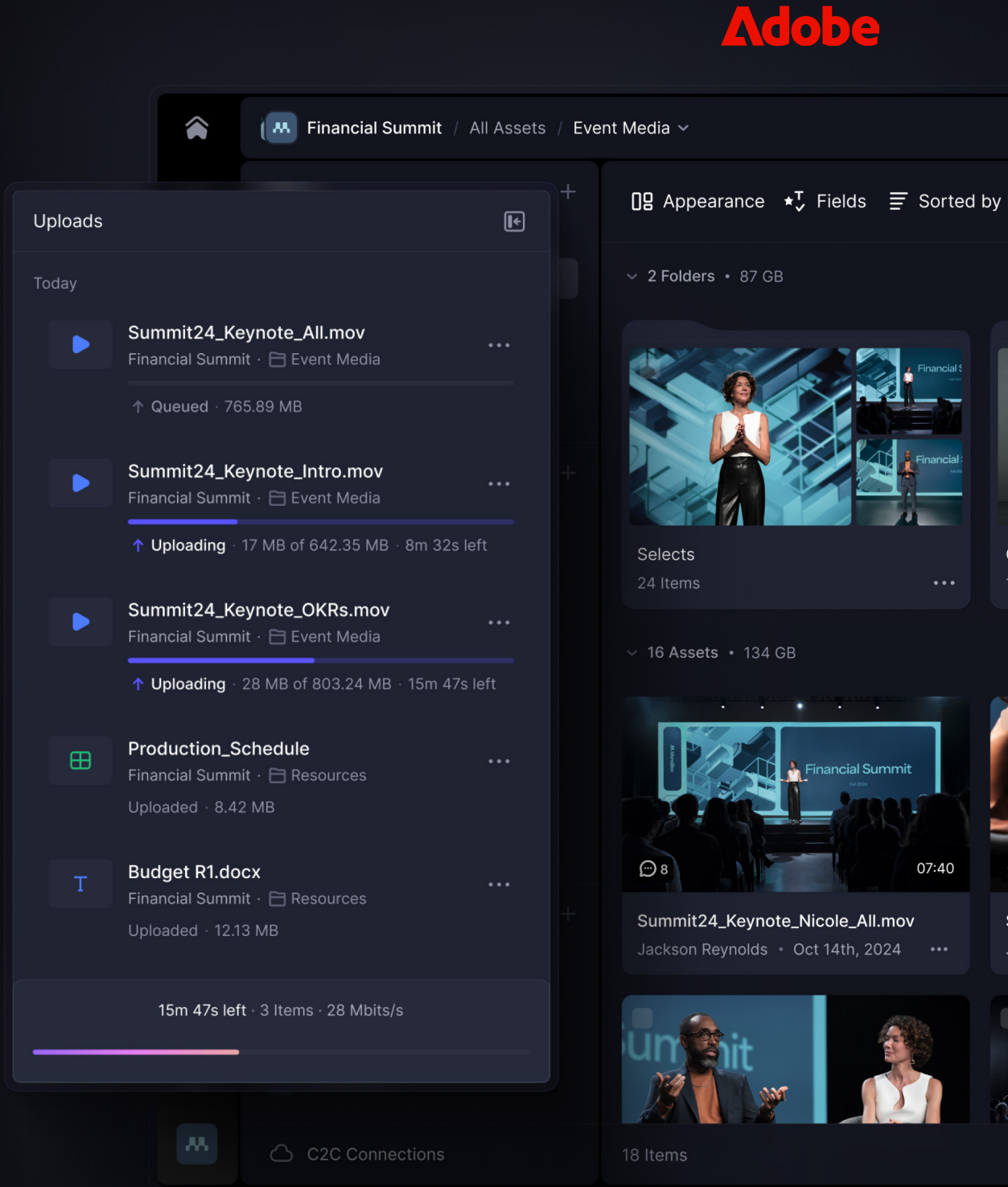
**The point is that Frame.io allows you to control who can view or access anything in your project, easily and securely.**



# Uploading files

Frame.io allows you to quickly upload a wide variety of file types—video, audio, pdf, spreadsheets, design files, jpgs—so every possible type of asset you might need to share with your pre-production team or stakeholders is available and organized.

Custom metadata fields allow you to assign tags to your assets so you can group them together by whatever criteria you like. This feature, called Collections, makes location scouts easy by letting you group them by location, or rating, for example. You can create Collections for casting by role and filter by how many stars you rate their performance. Use them to organize wardrobe or production design ideas. Create Collections based on exactly how you want to work—the possibilities are limitless.





Producers, project managers, or coordinators can add all the relevant production-related documents to the Frame.io project, as well. Location maps, instructions, and call sheets, for example, can now be accessible to both crew and clients.

Our producers also like to create a production book that serves as an overview for clients or marketers who might be attending the shoot, noting who the various department heads are, what they're shooting at which location, and any other relevant information that might give them a thorough overview of the production.

**Pro tip:** You can update call sheets and version-stack them so you don't have to send out an updated call sheet to everyone if there are changes. You can even make customized call sheets for crew or talent and give them their own Frame.io link.



Part 02

# Production

- Security and speed
- Bring your set to stakeholders
- Faster access and feedback
- Maintaining creative intent while saving time



By day one of your shoot, there are even more people who've been looped into the project. You likely have an editorial crew on board, and visual effects might be in some sort of previsualization stage—there may be a need to have the production collaborating with either (or both) of those departments while the shoot is ongoing. Or, in the case of a more complex shoot, you might have a second unit shooting in a location other than the main unit and may need to collaborate between the two.

You might also have stakeholders (agency team, client, producers, marketing team, etc.) who are unable to attend the shoot because of scheduling conflicts or because the production wants to keep travel costs down. Or you might wish to reduce your carbon footprint by decreasing the number of people flying to a location.

**Frame.io Camera to Cloud keeps you connected with people and teams who may not be on the set or location with you. The Camera to Cloud workflow allows you to send your footage directly from the camera to Frame.io so stakeholders can monitor the production on their mobile devices and provide feedback no matter where they are.**





## Security and speed

With camera assets safely in the cloud, there's also less urgency to backup files manually, reducing time spent on media management and eliminating the need to ship hard drives (and the worry that they might be delayed or lost in transit). Moreover, storing assets in Frame.io gives you full control over who has access to the project for added security over high-value, pre-release content.

The results? Editors can immediately download dailies and begin assembling cuts or can give critical instructions to someone on set to ensure that they have what they need for the final product.

Or, in the case of coverage for live events like sports, music, or red carpets, the time between capturing the moment and sharing it on social media can be reduced from days or hours to minutes.



"Camera to Cloud is going to be huge for us because the faster we can get a highlight out, the more likely our clip will be the one to get the big engagement on social media."

**Taylor Gilkeson, Managing Producer, Los Angeles Rams**

## Bring your set to your stakeholders

Your stakeholders can view what you're shooting on their mobile devices in beautiful HDR. They can leave comments on assets immediately in Frame.io (or call someone on the set) if they have important feedback that affects the shoot—for example, maybe a marketer wants a particular sound bite to highlight a product's value prop.

Another advantage is that even on-set crew (directors, producers, script supervisors, etc.) can view what's being shot on their mobile devices, eliminating the need to crowd around a video village. It's especially handy for directors who need to monitor what a second unit is shooting in a different part of a studio or a different location.



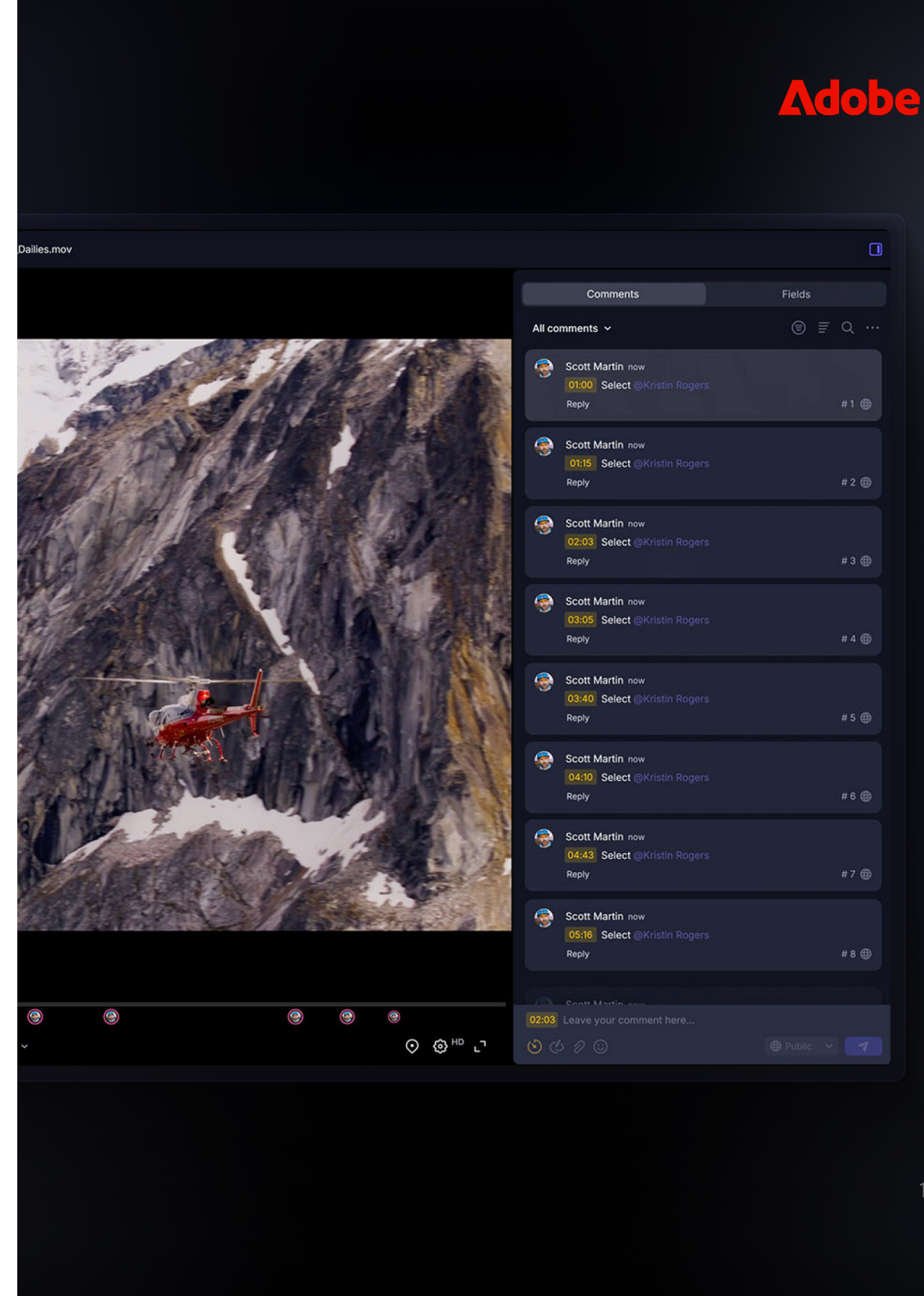
**Pro Tip:** If you have a dedicated channel for your project in Slack, you can create a link directly to the dailies stakeholders might want to see to make it extra easy for them. Frame.io also integrates with Slack so you can push all comments and feedback into Slack if you want.



## Faster access and feedback

Because proxies and original camera files contain the same time code and metadata, editors can start cutting while the shoot is still in progress, using the Camera to Cloud proxies as soon as they receive them and linking back to the original camera files later. The C2C ecosystem also supports software apps that allow you to immediately apply LUTs or perform color grading, so editors can receive color-corrected dailies without waiting for drives to be shipped to a dailies house. This allows them to contact someone on set to request additional takes before they've moved on to the next setup, vastly reducing the need for reshoots, or assure the director that they have what they need so they can move on to the next setup with peace of mind.

Directors can also choose their favorite takes as they're shooting or during breaks, making use of Collections to rate and group their selects. This results in a closer collaborative relationship, since editors have a clearer view of what the director is looking for creatively, which speeds the rough cut process along.

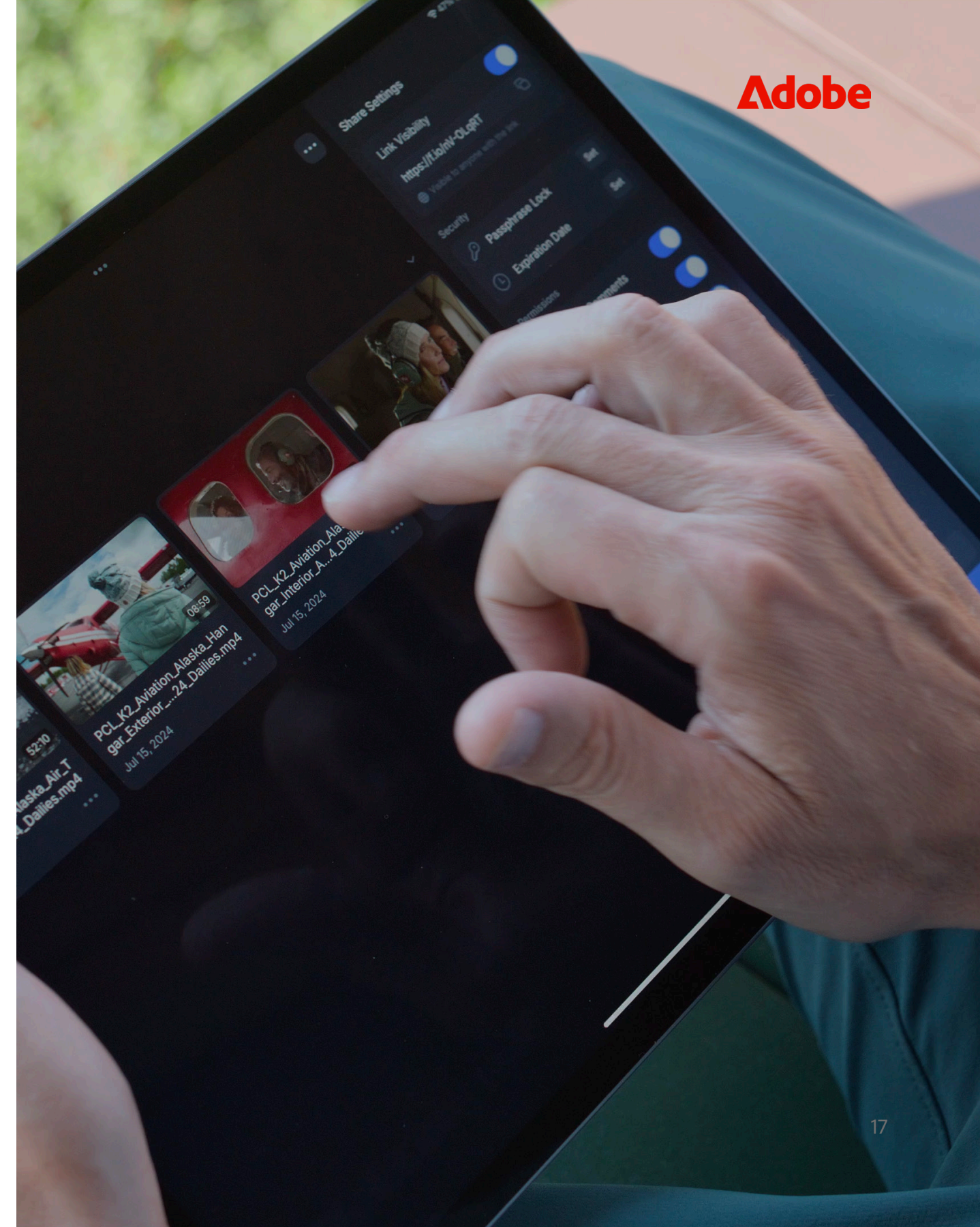




What Frame.io also does is to allow other team members to have “proxies in their pockets,” so they can easily deliver assets to a different team working on different tasks. Imagine you’re creating a video but there’s also a web landing page that needs those assets. A producer or coordinator, for example, can immediately send those assets to the web team so they can begin working with them days before they might ordinarily receive them.

“We get interviews transcribed or translated, and then we’ll put that into the project and create a Frame.io link, which I can give to a copywriter, for example. We have to build a website and a landing page. And we might want to quote a brand ambassador. Giving the writer a transcript as quickly as possible is very useful. And then the Frame.io project is the bucket where we store everything.”

**Arlo Rosner, Executive Producer and Senior Manager of Content, YETI**



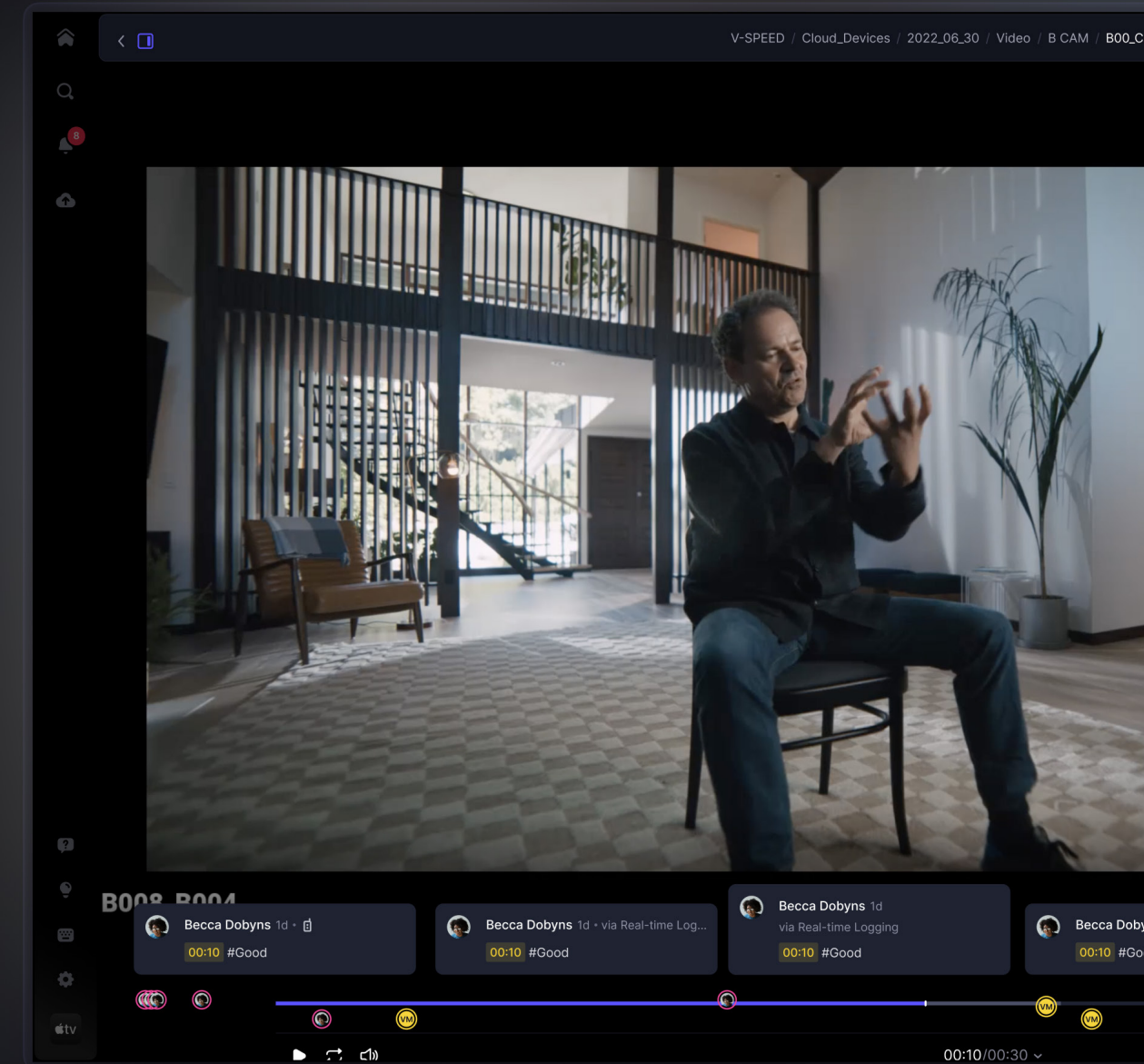


## Maintaining creative intent while saving time

When you're investing in a video shoot, ensuring that your director's creative intent is evident in the final product is key to a successful campaign. The Real-Time Logging (RTL) feature in the Frame.io Camera to Cloud workflow is yet another tool that makes it faster and easier to achieve that outcome.

RTL incorporates a handheld (or camera-mounted) device that lets directors or stakeholders push a button to indicate whatever reaction that button is mapped to—one button can be mapped to indicate a great take, another to indicate an unusable take, another to which keyword highlights a particular value proposition, etc. As the editor receives the dailies, they immediately know which takes to focus on and which to ignore.

We've used this feature extensively on interview-style productions with our marketers and directors. Our editor knows which takes the marketers like in terms of the subject talking about a particular feature. Our director might like the way a subject expressed something in terms of performance, or might flag that there was a technical problem in a shot that had an otherwise good sound bite.





Our customers at Red Bull Media House have also used this feature, flagging great action moments in a race or competition that they can immediately get out to social media.

The time savings of RTL can literally be measured in days, especially when combined with Adobe Premiere Pro's Speech to Text feature, which gives you searchable transcripts automatically. It's now possible to search for whatever word or phrase the marketers want to highlight, and easily find the exact take that the director liked. Our team has found that by not having to watch through every single take and create a paper edit themselves, they can save up to a week on a given project.



“We had a lot of interviews and B-roll. The editors could simply jump to certain markers in that cloud proxy and go through the footage without having to listen through the idle talk in between, which was actually quite cool.”

**Dennis Wiehberg, Senior Project Manager of Innovation**

Part 03

# Post-production: centralizing assets, sharing, and security

Immediate progress
Uploading and centralizing assets
Sharing for review
Security is key

## Immediate progress

Editors and assistant editors no longer have to wait for drives to be shipped or dailies to be processed to begin cutting. The clips in Frame.io only need to be imported into the editor's NLE. Directors, clients, and stakeholders can begin to see rough edits or sequences even as they're still shooting, giving them the ability to capture additional angles or performances. Or, if there's a demand for a quick cut to go to social media or broadcast (a common request for live events) clips can be finalized and delivered within hours—or even minutes.

We've actually conducted shoots where we've left the set with a rough cut already 90% done. The value extends beyond just speed—it also means that our director has had the opportunity to help shape the rough cut (or the look of still photographs) before leaving the set.



Adobe

"Frame.io has really saved us because it allows us to streamline our reviews tenfold. The platform saves me six hours a week alone on content reviews."

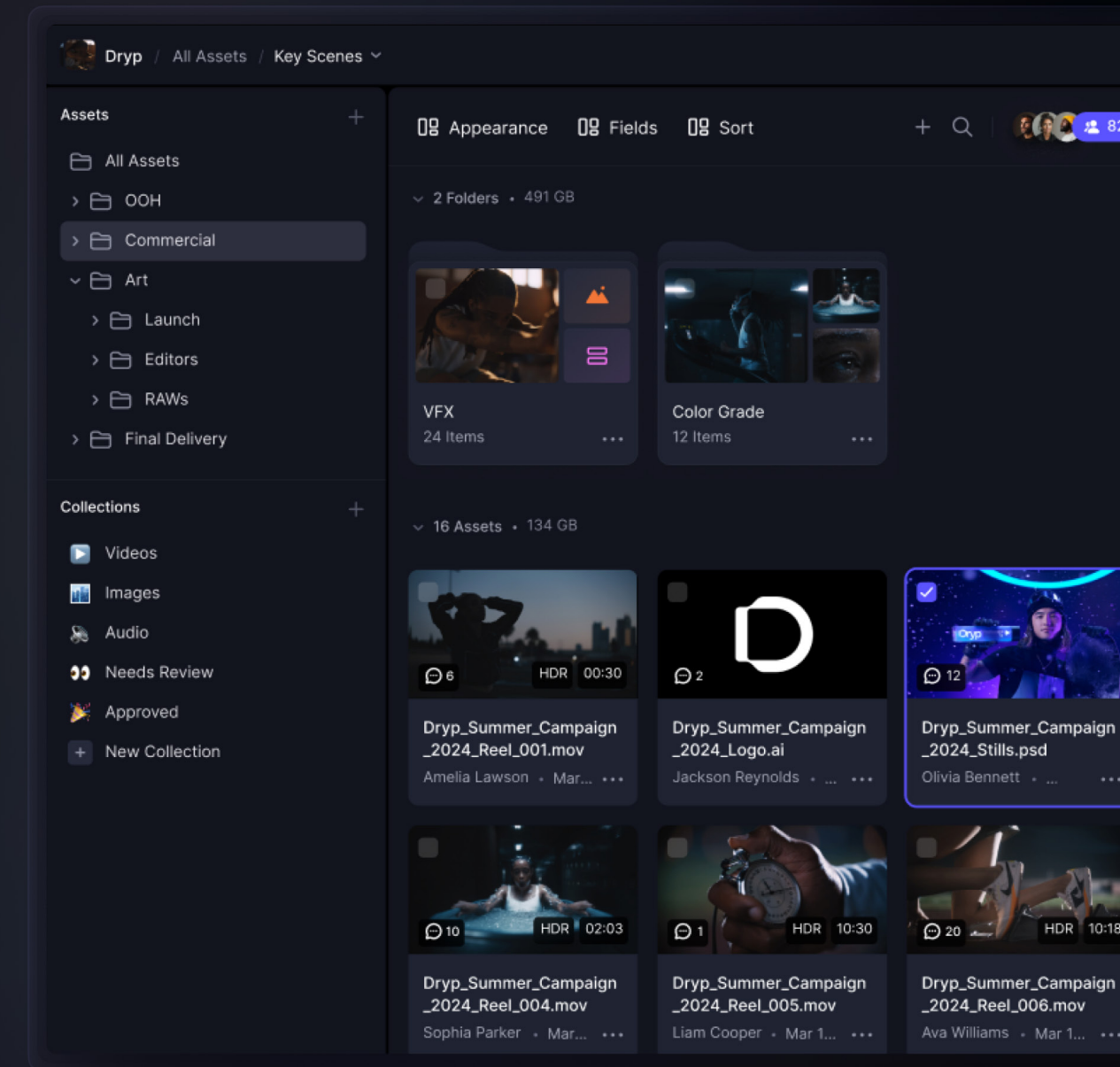
**Taylor Gilkeson, Managing Producer, Los Angeles Rams**



## Uploading and centralizing assets

Beyond the shoot, there are often a wide variety of creatives producing assets that will find their way into the finished video. Titles, motion graphics, animations, visual effects, sound effects, music, social media, or landing pages—some or all of those tasks are likely in various stages of production and require exchanging or repurposing assets for the many deliverables.

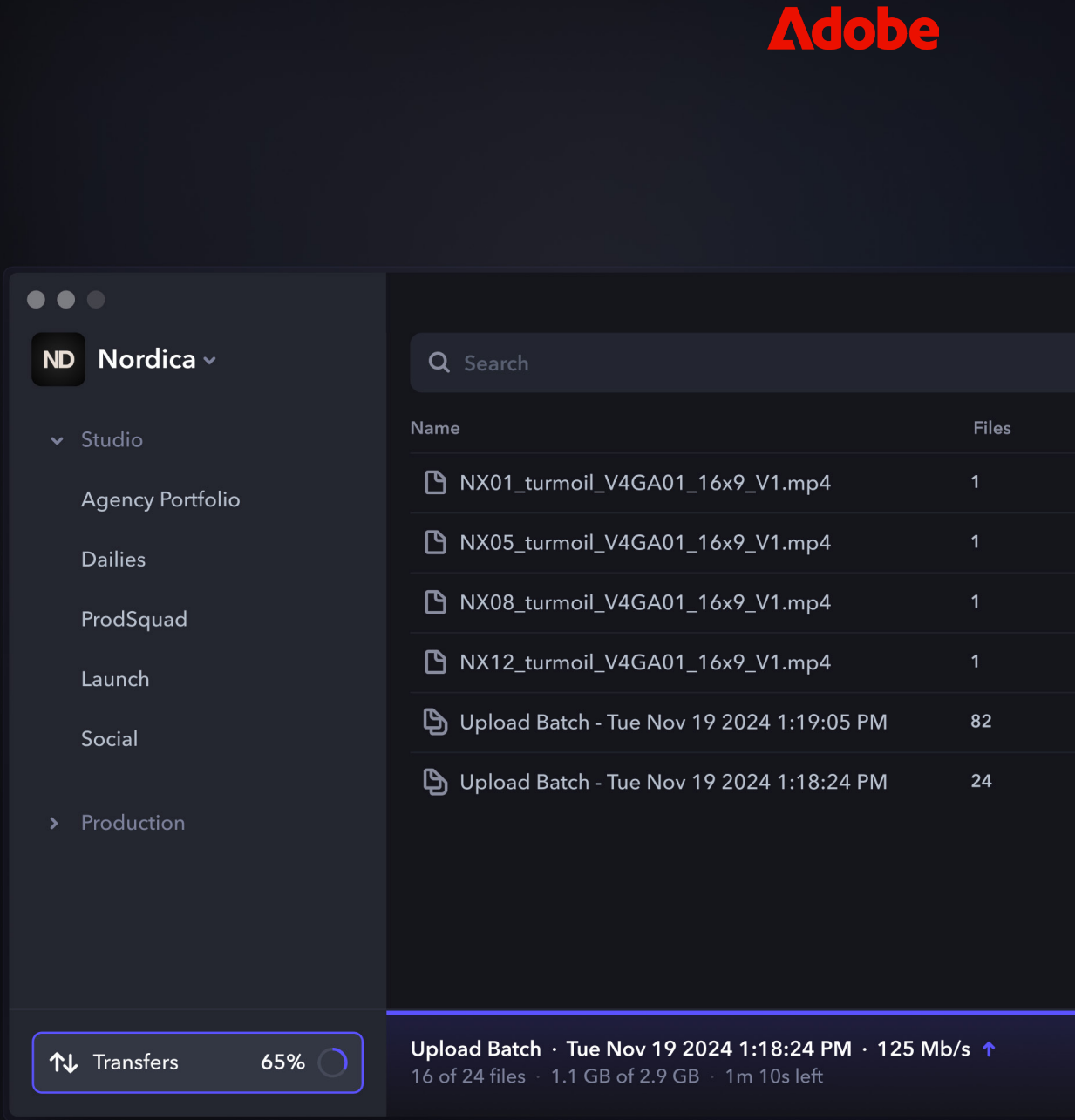
Keeping track of where assets are and how to access them is one of the more frustrating and time-consuming aspects of post-production. Frame.io allows you to centralize assets within a project in the cloud, and to upload or download them no matter where your collaborators are located. Creating dedicated folders containing frequently used assets such as logos, brand specifications, animated titles, etc., allows all creative collaborators to access (or share) them without someone needing to first download and then distribute them. Post-production producers or project managers can also easily track where assets are stored in case questions arise, letting the creatives stay focused on their work without interruptions.



Frame.io is known for its super-fast upload capabilities in addition to Camera to Cloud. Whether loading assets or cuts from the Adobe Premiere Pro or After Effects panel, or by using the Frame.io Transfer app, the speed is twice as fast as it is for other cloud-storage providers.

“Frame.io is where all the rough cuts are—the revisions, the iterations, the different versions. And from that project, the final deliverable pops out in the form of many assets. The project is then archived with all of its additional graphics, titles, audio files—whatever was added along the way.”

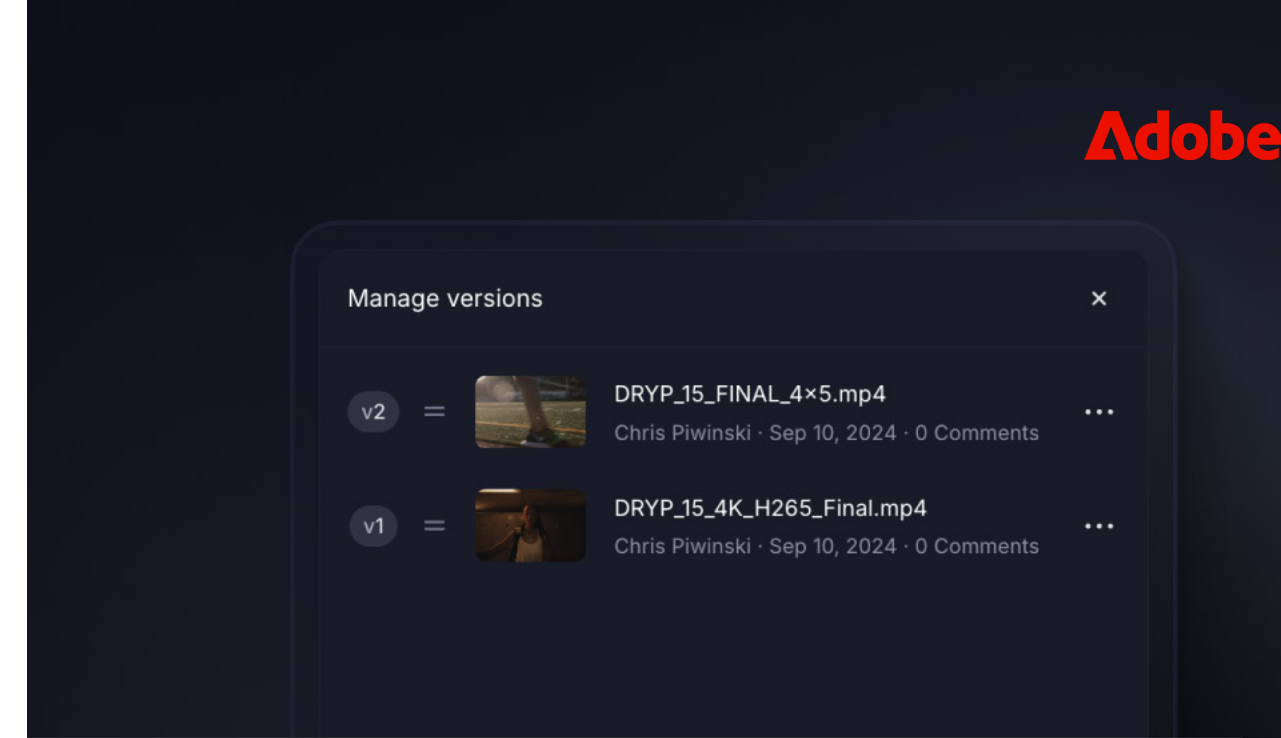
Arlo Rosner, Executive Producer and Senior Manager of Content, YETI



## Sharing for review

Frame.io is not only the fastest and easiest way to share work-in-progress, it's the best way for creatives and stakeholders alike to give feedback that's accurate and actionable. Because Frame.io accommodates many kinds of assets and file formats, you can easily leave feedback directly on video frames—as well as on photos, script pages, character designs, audio files—so that all your feedback is visible on the assets themselves and contained within in the project.

Another time saver is the ability to create version stacks of assets or work-in-progress. By stacking the most recent version of an asset or a cut on top of a previous one, there's no confusion about which is the correct version to view. But it's also simple to look back at an earlier version and, using the comparison viewer, to evaluate them side by side.

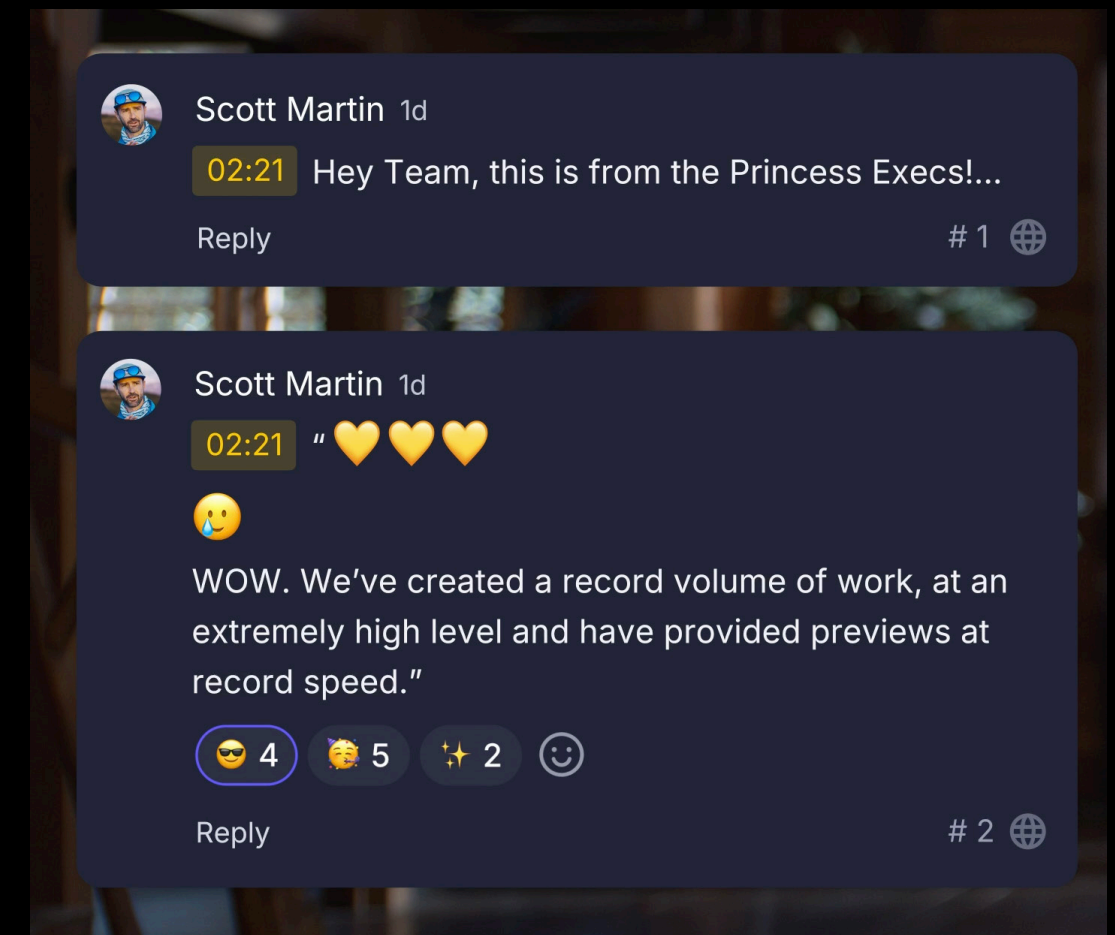


**Pro Tip:** When it comes time to prep the asset for review, it's best to use the description feature in the Frame.io player to include caveats so reviewers know what phase of work they're in and what they should be evaluating. You can also call out what they should not be evaluating, like temp graphics, color, VFX, audio, etc. It's much easier to put the caveats into the Frame.io description tab (rather than in an email) which encourages feedback to take place inside of Frame.io. Eliminating lengthy emails with ambiguous directions saves everyone time and stress.



Frame.io is easy for less-technical clients or stakeholders to use. Anyone who needs to provide guidance on, for example, whether the story supports the brief or whether the brand or product is being correctly displayed, can be invited into the process without requiring a lot of technical know-how. Plus, the Frame.io iPhone and iPad apps let stakeholders or collaborators respond to questions or reviews in a timely fashion no matter where they are.

**What all of this leads to is a reduction in confusion or cross talk, improved access to assets and work-in-progress, and more focused reviews—all of which results in faster approvals and deliveries with higher quality.**



## Security is key

Sharing prerelease content is always a major security concern for our customers, whether they're BMW with new car designs or Disney with footage from a popular film franchise. That's why Frame.io was designed with industry-leading security features.

When it's time to share a link for review, you can designate the link as "Invite Only" for those who are granted access to the project. Download permissions can be turned off, and you can add a passphrase and expiration for the link.

One of the most powerful Enterprise security features is Watermark ID, which allows you to add a visible custom watermark directly onto the video. Along with Forensic Watermarking (which leaves an invisible watermark) and Digital Rights Management (DRM), which prevents screen grabs and recordings, Frame.io lets you share your high-value content with absolute peace of mind.



Adobe

"We're very strong on security for pre-series vehicles. It would be a disaster if a vehicle design were leaked before it was communicated out by us. But our computer systems people quickly understood that Frame.io is a super safe system."

**Leonie Hohbach, Project Manager, Motor Shows & Experiential Marketing, BMW**

Part 04

# Delivery and distribution

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Organizing the chaos

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Folder structure is the key

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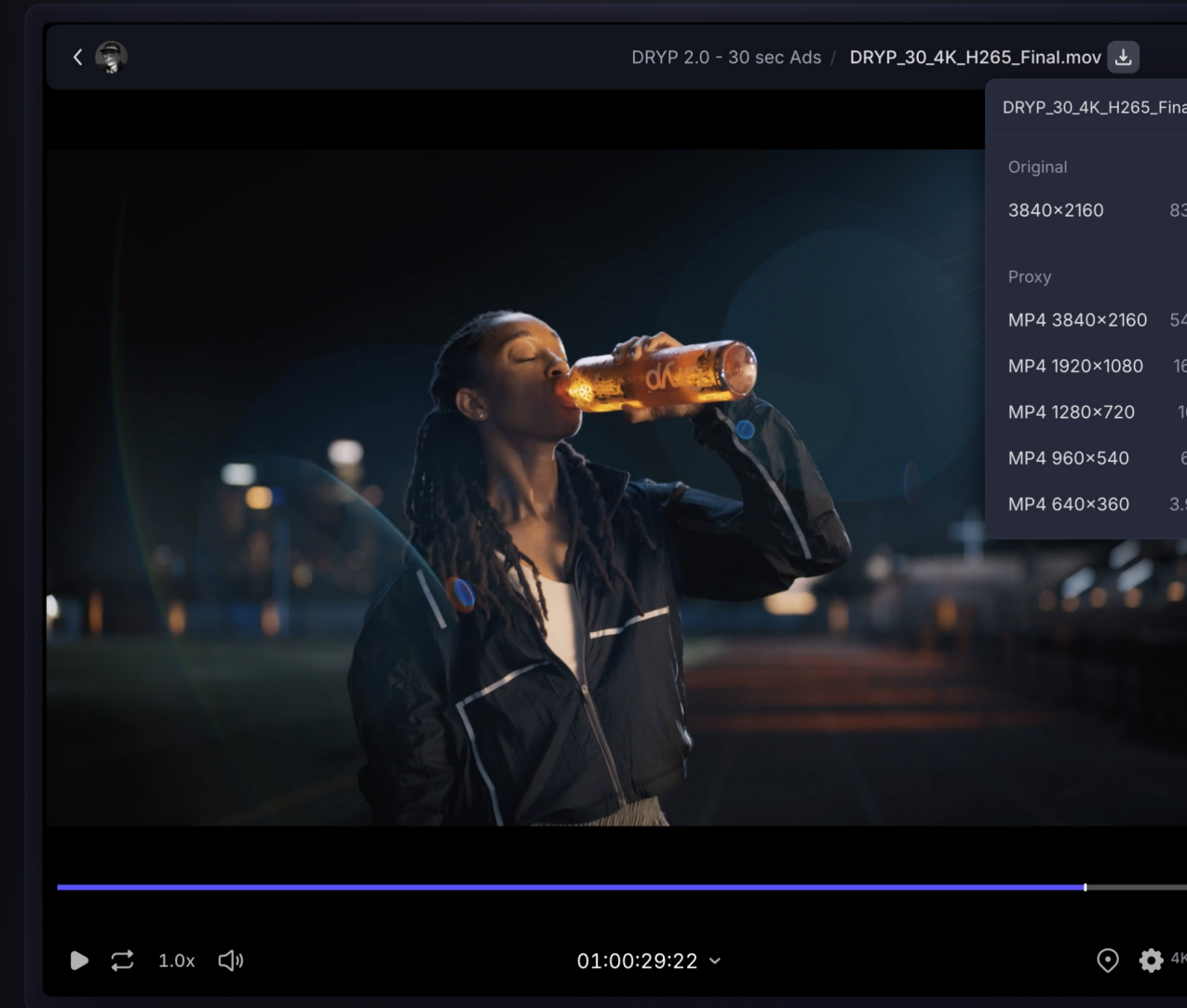


## Organizing the chaos

When it comes to delivery, things can get complicated. You're delivering a hero video, with and without titles, and potentially in many language versions with and without titles. You have shorter cutdown versions that might live on landing pages or get inserted into emails. You're delivering for organic and paid social media, with logo and non-logo versions, in 16x9 and 9x16 and 4x5 and 1x1. By the time you're done, you might have hundreds of versions of that one hero video.

In short, you have a complex matrix of deliverables that you want to be able to give to different marketers who need to be able to plug them into the various places and platforms.

**That's why organization is critical, and it's where Frame.io can help.**

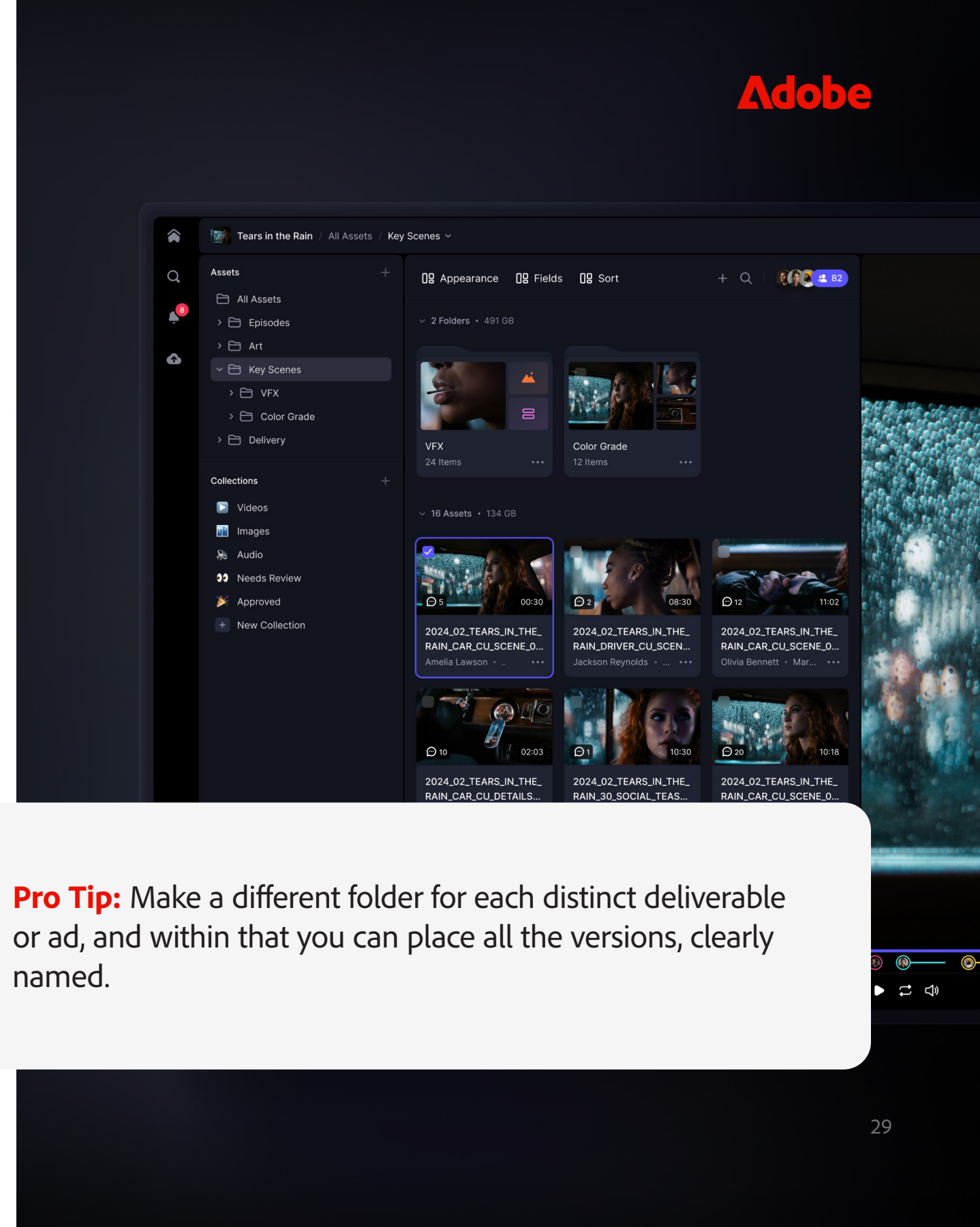


## Folder structure is the key

Our team has created a folder structure for deliverables that lends itself to organizing the chaos. And it's simple to create and intuitive for the end users to access.

Imagine you have an ad called “Workflow.” In the folder called “Workflow,” you place the final hero ad, along with the various formats. You can see, on the folder, how many items it contains. And then you can give the marketer or distribution person the link to that folder, along with permissions to download the assets, and they've got exactly what they need without having to hunt for anything.

If a change or update is made to an asset, you can simply add the most up-to-date version into Frame.io, eliminating the tedium of manually swapping out versions within folders or managing links for your stakeholders. The most recent asset sits neatly on top of a version stack so there's no digging through file names to see which one is really the final version.



**Pro Tip:** Make a different folder for each distinct deliverable or ad, and within that you can place all the versions, clearly named.

Part 05

# A cloud-based library

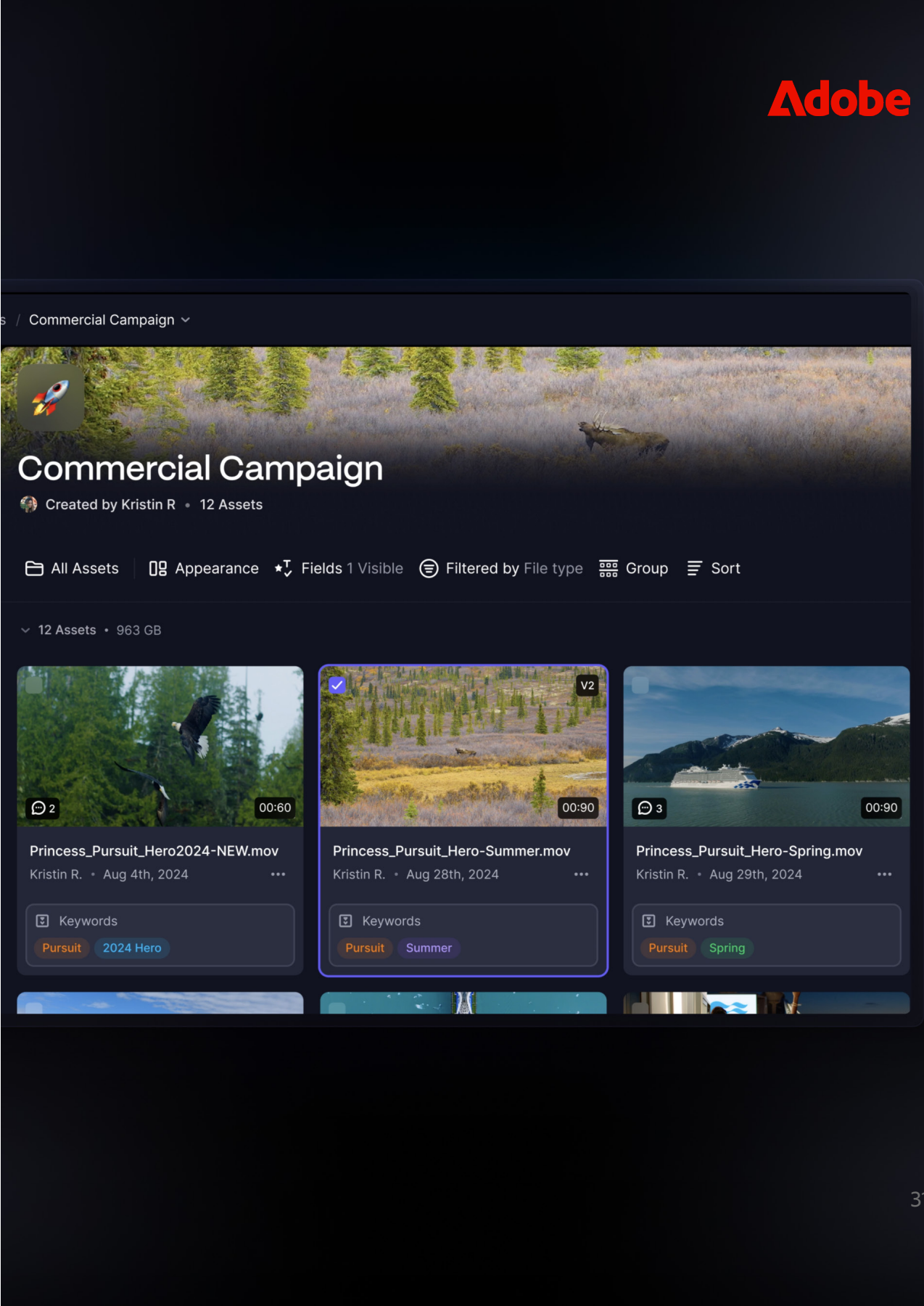
- Recyle, reuse, repurpose
- Unifying workstreams
- Cost-effective storage



## Recycle, reuse, repurpose

For large (and often distributed) marketing organizations, having a centralized library that anyone working on a campaign can access can be a massive time saver. From logo and title treatments to motion graphics and so much more, an organized repository of assets used throughout the content production process for a campaign is something that just makes sense.

Once again, folder structure, metadata and Collections, and permissions can help members of large teams find exactly what they need without having to hunt for the right person to ask or plow through complicated directories.



Marketers can reference the many assets used to produce campaign deliverables for reuse across different presentations, demos, new collateral, or as inspiration for new projects. Having a clean, well-organized place for assets at the various stages of content production can save hours, or even days. Rather than having to spend time tracking down assets from previous campaigns, there's a clear path with Frame.io's project structure. And now, the metadata-powered framework enables faster and more accurate searchability, using either “out of the box” metadata or customized fields you assign.

Creating Collections for future use is especially handy because Collections update in real time as new assets are added. In the case of adding to an ongoing library of footage, the new footage will automatically appear when it's tagged with the metadata for that Collection.



**“What we’re able to do with Frame that we’ve never been able to do before is that now we have a global source where we can keep our footage.** Prior to the organization that we’ve achieved with Frame.io, we would have hard drives all around the planet. So somebody would say, ‘Hey, we need a video of this...’ and then they would go and shoot it. Now we can say, ‘Okay, does anybody have this content?’ It’s searchable by our tags so if you need something that talks about cross-cloud services, we can find it. ‘Here’s your link,’ and they have instant access to it. That’s huge for us.”

**Jef Tyler—Creative Director, VMware by Broadcom**



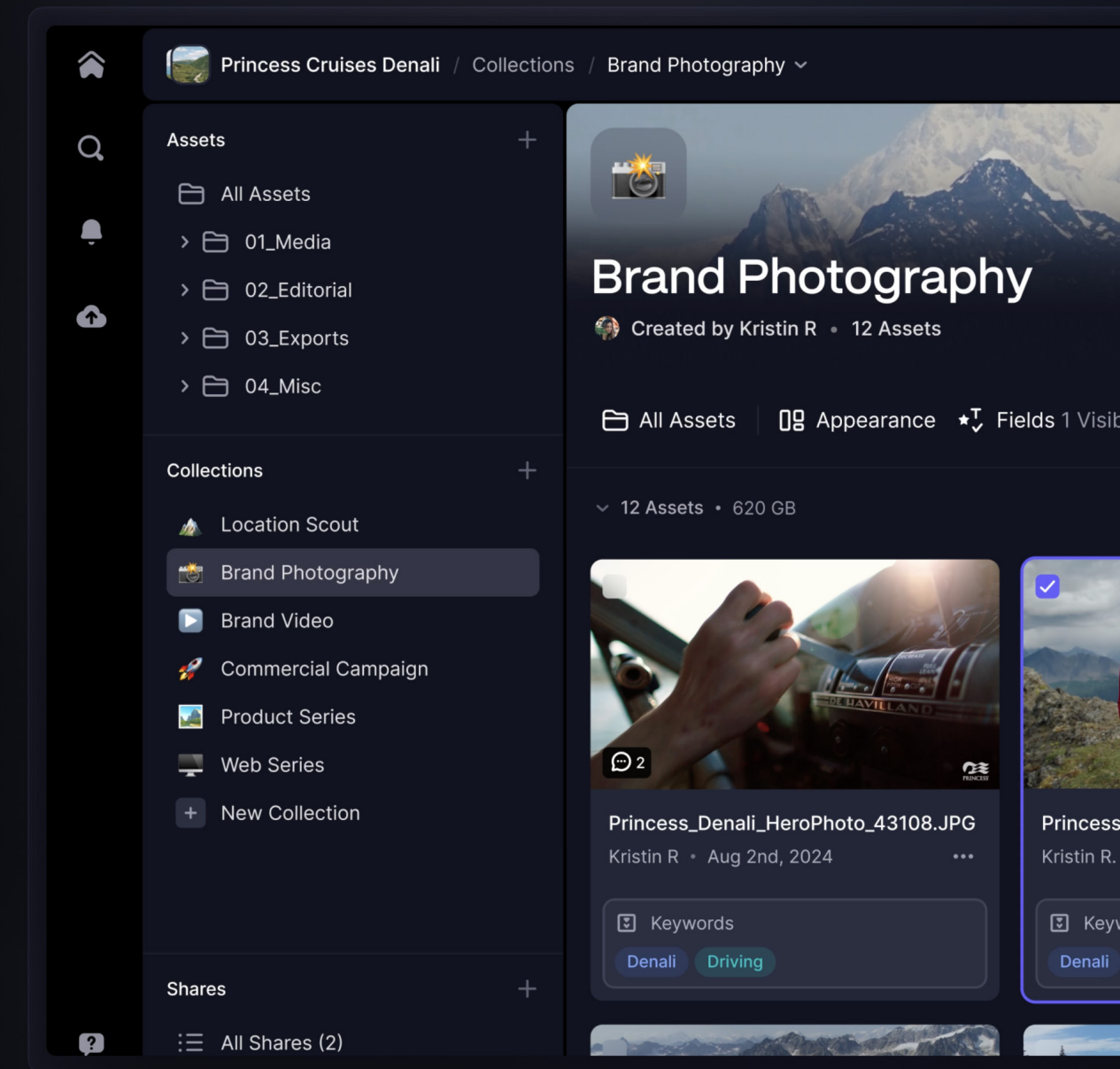


## Unifying workstreams

There once was a time when creatives for photography workstreams and video workstreams largely worked independently of one another. Videographers used their preferred cameras and software, as did photographers. One hazard? The director needed to work with each team separately—which not only added time to the director's already busy schedule but also kept the two creative teams siloed.

As more camera manufacturers have added Camera to Cloud functionality, Frame.io has become a platform that supports photography workflows as robustly as video. And new features like Collections in Frame.io are unifying the two workflows to the point where directors can now easily communicate with both teams—in one place.

Not only does this save time, we've discovered new benefits. For example, our photography and video teams now share ideas more organically, which allows for a better creative exchange. They also learn tips and techniques from each other, which helps them to create campaigns that have a more consistent look and tone. And, they can easily access each other's assets to use as inspiration or as parts of their finished deliverables.



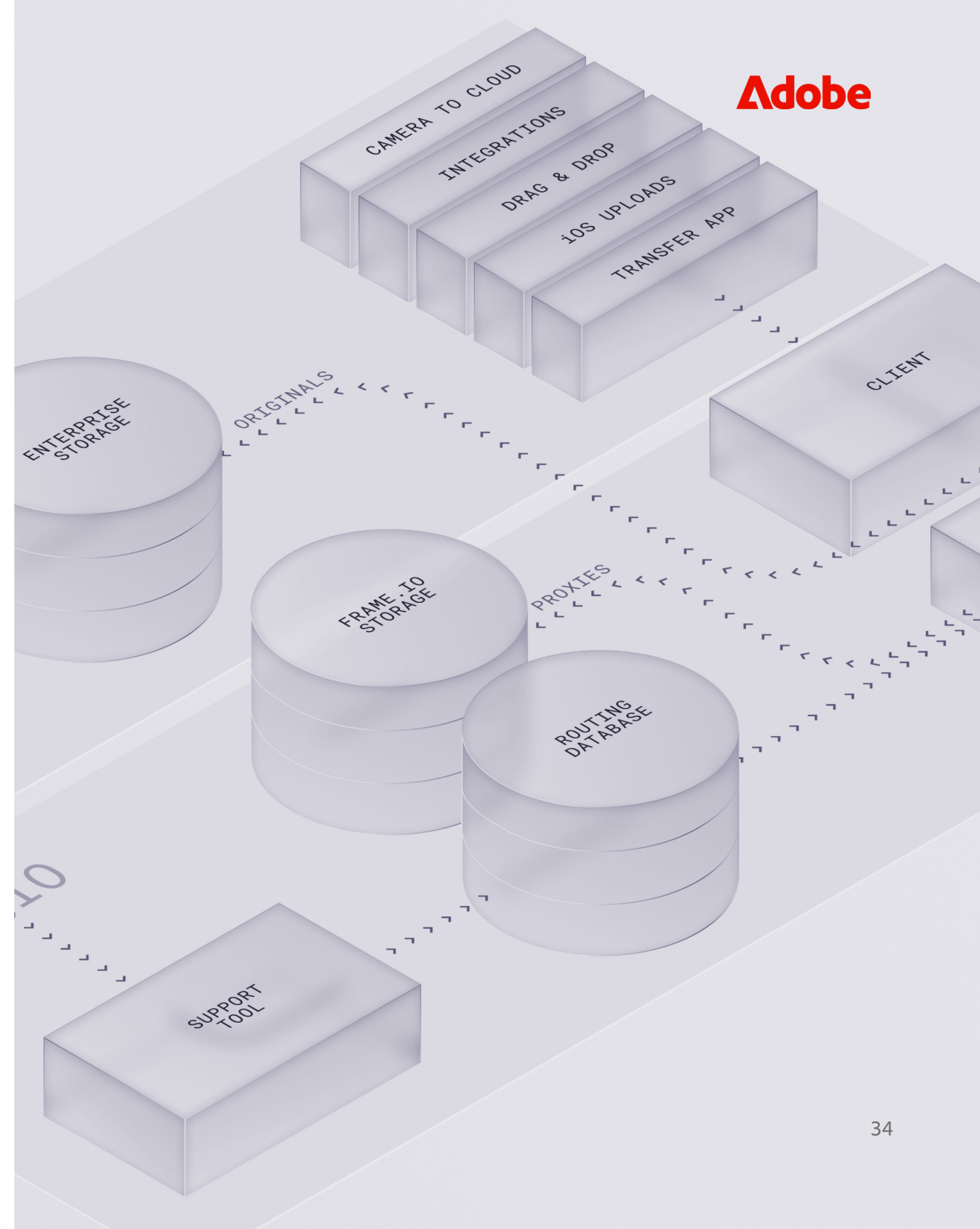


## Cost effective storage

Frame.io Storage Connect is an effective option for organizations who wish to have more control over where and how they store their assets. Whether you have hundreds—or thousands—of users, Frame.io Storage Connect gives you the option to connect your fully owned and managed AWS S3 bucket to Frame.io's stack, bringing significant advantages.

Functionally, Storage Connect lets you configure and monitor your storage according to your specific needs. Your own admins can oversee the governance of assets, which gives creatives easier access to exactly the media they need. You can also store petabytes of original media within your own storage while working with lightweight proxies in Frame.io.

And, of course, organizations can better predict and manage costs across their entire content supply chain, achieving savings of up to 60 percent.



# Conclusion

When we look back at the stories our customers have shared, their findings are consistent with our own experience. A more connected workflow creates a more collaborative workflow. Frame.io has helped their organizations spend less time wrangling logistics, resulting in tangible savings—all while giving creative collaborators more accurate feedback and more time to make their work the best it can be.

**Frame.io increases the speed of uploading files more than 2x over other generic cloud systems and accelerates review and approval cycles by 50%.**

Adobe Video for the Enterprise: Collaboration and AI, Pfeiffer Report

As Frame.io continues to integrate natively within the many Adobe Creative Cloud applications you use daily, it becomes an even more ubiquitous tool across your entire workflow. From the earliest stages of ideation until (and even beyond) final delivery, Frame.io gives you the flexibility to work more efficiently and effectively.

[Chat with an expert to learn more.](#)

## Sources

"Frame.io: New productivity dimensions for creative workflows," Pfeffer, 2024.

"[Monster Energy meets growing demand for content with Adobe](#)," Adobe customer story for Monster Energy.

"[VMware by Broadcom](#)," Frame.io customer story for VMware by Broadcom.

"[WebMD builds remote video production workflow with Adobe](#)," Adobe customer story for WebMD.

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