

# EVG X VIRGIN ACTIVE OPTIMISED CREATORS

CREATOR BRIEF | November 2024



## HOW TO APPROACH AN ENGAGE VIDEO GROUP BRIEF

This is a exciting **partnership** facilitated and powered by **Engage Video Group**, between **you**, the creator & **Virgin Active**. Together we want to create **informative, entertaining, & inspiring** content that is **positive** and will break through the clutter online and **keep people watching and engaging!**

### BRIEF OUTPUTS

**3x Videos (1x main video with 3x different introductions)** –the format is detailed in the brief, but the goal of the three introductions is to see which one keeps your audience watching longer.

### WHILE READING THE BRIEF, PLEASE THINK ABOUT THE FOLLOWING

1. What am I **informing** my audience of?
2. How can I make my video **engaging/entertaining** to watch?
3. How can I make the **brand stand out without it feeling like an ad?**

### TIPS & TRICKS TO REMEMBER

1. **Always shoot more footage than required** in the event we need to swop out scenes.
2. **Lean into your authenticity** and create a video that's in your style.

# **01** WHAT IS THIS CAMPAIGN ABOUT?



# WHERE WELLNESS GETS REAL!

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Virgin Active provides a wide range of amazing benefits for its members and their clubs are spaces where working out, nutrition, recovery and social connection gets equal play!

Through your content, we want to encourage sign-ups by showcasing **your favorite perks** of being a Virgin Active member **and how they support your wellness journey**—whether its supporting your physical health (building or maintaining your fitness level) or your mental health (helping you manage stress and boost your mood).



## **02 THE MESSAGE TO LAND**

After watching your video, your audience must know that...



## WHAT ARE THE MESSAGES I NEED TO LAND?

1. **Tell your audience about 2-3 things you love about being a Virgin Active Member**
2. **And how these benefits/perks help you achieve your wellness goals** - consider how the benefits allows you to support your physical and mental wellbeing.

### PRODUCTS



Your Virgin Active Club



## HOW AM I ENTERTAINING MY AUDIENCE?

Let your favourite perks and benefits of being a Virgin Active Member guide your video narrative.

**You can bring the messaging to life in your own way as long as you show footage of a Virgin Active gym that aligns with the benefits you speak to.**

E.g. if you speak to how much you love the spinning classes then including some footage of a spinning class would be ideal.

Here are some examples of how you can bring your favourite Virgin Active benefits to life through a VO – please note these aren't the only benefits you can speak to.

### GROUP CLASSES

"Ever had one of those days where you just can't even think about planning a workout? That's why I'm obsessed with Virgin Active's Group Classes! I'm literally doing at least 3 a week—and that's just the start of why I love it..."

### REWARDS

"Guess who just got a free smoothie for hitting their weekly goal at Virgin Active? Yep, me! I really like how the rewards keeps me so motivated to keep my workouts consistent and frequent..."

### CLUB-V

"Honestly, I wouldn't make it to the gym nearly as often if it weren't for Virgin Active's Club-V! My kids love it—it's like their own little adventure space. And while they're having fun, I can focus on my workout..."

### ACCESS TO EQUIPMENT

"Resistance training is so much better when you've got all the right equipment, and Virgin Active has everything I need! And that's only one of the reasons I love training here..."

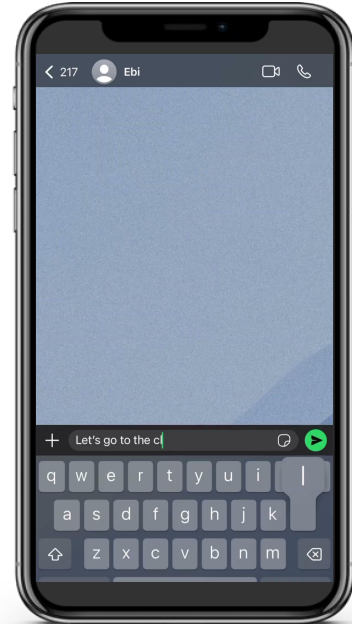
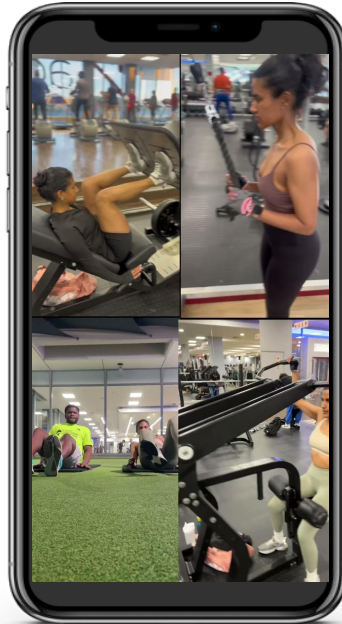
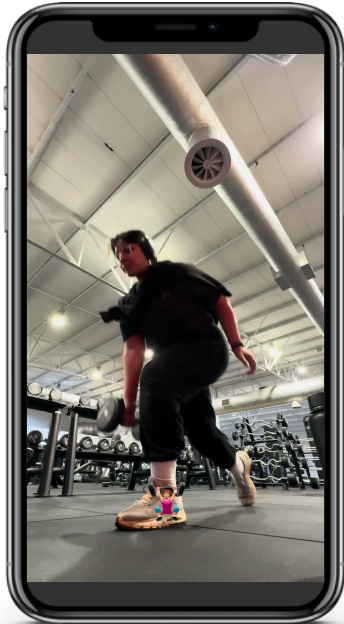
### SHOWER & STYLING FACILITIES

"Is it weird that my favourite part of Virgin Active is actually... the locker room? I love that I can shower, do my hair with a GHD! And head straight to work feeling energised and refreshed after gym."

### VARIETY

"I get bored with workouts pretty quickly which is why I love being a Virgin Active member because I can easily switch things up. Earlier this year, I was all about spin class, then I moved on to swimming, and now I'm totally hooked on their step classes!"

# NARRATIVE INSPIRATION















# HOW TO FEATURE THE PRODUCT IN YOUR VIDEO

## Please follow the guidelines for interacting with the product in your video

When speaking to the brand, avoid referring to it as “Virgin”. Ensure you refer to it as: Virgin Active.	
When speaking to the product/service, please refer to it as: Virgin Active Membership	
When referring to going to a Virgin Active Club, please avoid calling it a gym. Only refer to it as a club, i.e. “I love going to my Virgin Active Club.”	
Ensure you include footage of the Virgin Active Club you workout at.	
Only speak positively to Virgin Active and the benefits/perks they offer.	
Please speak to holistic wellness in your content and avoid using any language that could come across as extreme.	
When filming in your Virgin Active Club, be mindful of featuring other members in your videos. If members happen to appear in the background, ensure their faces are not visible.	
You are allowed to feature Kauai branding, but please do not verbally mention their brand. I.e. you can show the Kauai branding visually, but avoid saying “Kauai smoothie”, rather just say “smoothie”.	

## **03 VIDEO STRUCTURE**



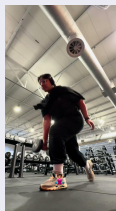
## A BREAKDOWN OF THE VIDEOS YOU'LL BE SUBMITTING

The brief output is 3x videos – they will be exactly the same except for the introductions.

### WHY DO MY INTROS NEED TO BE DIFFERENT?

Audiences decide whether to watch your video within the first few seconds. Testing three different introductions gives you the opportunity to maximise your video's performance.

3x Intros  
(+–10s)



+

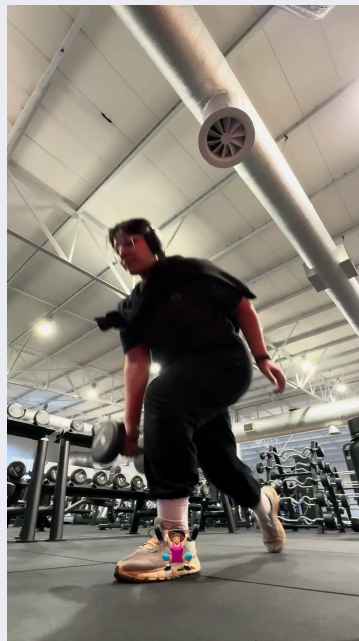


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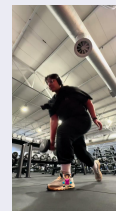
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Main Video & VO  
(+–49s)



3x Edit Variants  
(59s MAX)

=



EV1

=



EV2

=



EV3

0'

10'

59'



## VIDEO STRUCTURE

### YOUR 3x INTRODUCTIONS

Because we're testing which intro will keep your audience watching for longer, **please consider 3 completely different introductions**; both visually and through voice over – each should have a different angle/hook.

**Your intros have to be +-10s each.**

### INTRODUCTION HOOKS:

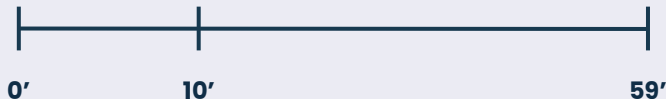
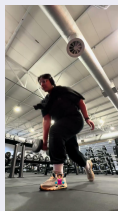
**EV1:** Mention **how long you've been a Virgin Active member** using compelling language like: "I've been a Virgin Active Member for 5 years and I absolutely love it..." (This is just an example) AND **list the reasons why you love it** –just a quick summary.

**EV2:** **Lead with your favourite benefit** AND **list the reasons why you love it** –just a quick summary.

**EV3:** **Wild card** (it's up to you how you want to grab your audience's attention) AND **list the reasons why you love it** –just a quick summary.

**NB TO NOTE:** Please feature **Virgin Active twice in your intro (with at least one strong visual appearance)** – once before the 6s mark (visually and/or verbally) and a second time before the 10s mark (visually and/or verbally)

### 3x Intros (+-10s)





## Main Video & VO (+-49s)

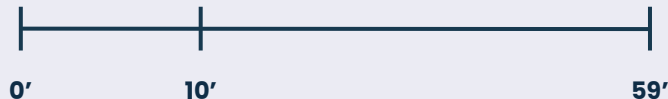
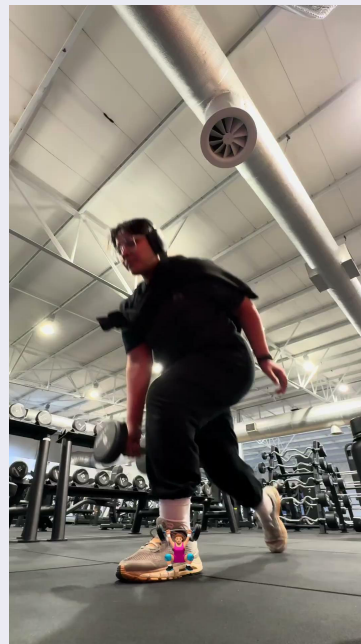
### Film the main video

The main video will stay consistent across all three videos.

Keep it **authentic, entertaining, and relatable** to inspire your audience to try the product.

#### UNPACK THE FOLLOWING IN YOUR MAIN VIDEO:







1. Unpack **your why (your favourite perks and benefits)**. For example, if you said you love the free smoothies then you can explain in your main video that you love it because it motivates you to go to the gym.



# **04 DO'S & DON'TS FOR FILMING & EDITING YOUR CONTENT**

# TECHNICAL CHECKLIST




Refer to this checklist throughout planning, filming & editing your videos to minimize feedback on your content:

<b>Product Mention:</b> <ul style="list-style-type: none"><li>• Ensure you are interacting with product within the guidelines in section 2</li><li>• Please feature the logo and/or brand name once before the 6s mark (visually and/or verbally) and a second time before the 10s mark (visually and/or verbally) - the logo can be footage of your club</li></ul>	
<b>Branding:</b> <ul style="list-style-type: none"><li>• Show the product with the logo clearly visible at least three times naturally</li><li>• Ensure no other branding/logos are visible - be cognisant of branding on clothing or on objects in your environment</li><li>• Do not speak to any other brands</li></ul>	
<b>Copyright Content &amp; Legal Requirements</b> <ul style="list-style-type: none"><li>• Avoid showing copyrighted content like movies or non-royalty-free music</li><li>• Use royalty-free music, such as from the CapCut music library or from <a href="#">Pixabay's Royalty Free Library</a></li></ul>	
<b>Content Restrictions:</b> <ul style="list-style-type: none"><li>• No alcohol</li><li>• No crude language or sexual innuendos</li></ul>	
<b>Content format:</b> <ul style="list-style-type: none"><li>• Include all music and subtitles you would want to use when you post your video - once we have approved your assets, no further changes can be made.</li><li>• The 3 x videos <b>are between 30 seconds and 59 seconds</b> in length each</li><li>• The 3 x videos are <b>vertical (9:16) with no watermark</b></li><li>• <b>Ensure your videos are a roughly the same length</b>, they shouldn't vary in length with more than 5s</li></ul>	
<b>Best Practice Tips</b> <ul style="list-style-type: none"><li>• How you interact and feature the product is very important. It's helpful to shoot lots of different shots with the product to ensure you have extra footage if needed</li><li>• Minimize shots where you're speaking face-to-camera as this might lead to reshoots</li><li>• Please don't shoot at night to avoid bad lighting.</li></ul>	

# CREATIVE CHECKLIST

Once you have filmed & edited your content, refer to this checklist:

**Other than the checklist on the previous page, please ensure to tick the **creative checklist!** This is what we will be using while *reviewing* your video.**

Are my 3 video introductions different enough?	
Have I mentioned my favourite benefit/perk of being a Virgin Active member in my Intro?	
Have I spoken to one or two other benefits in my main video and mentioned how Virgin Active helps me achieve my wellness goals?	

## Time to submit!

Label your 3 videos as follows:

"OC2283\_NameSurname\_EV1\_V1"

"OC2283\_NameSurname\_EV2\_V1"

"OC2283\_NameSurname\_EV3\_V1"

**Note: V1 = Version 1, if you have reverts, your second submission will be V2 = Version 2**