

Ideas for Casner Park

Some things we've learned with short-form content:

- When creating short form video it's important to have a great hook i.e. the first 5 seconds of the video. Without a good hook the rest of the video is irrelevant. You're competing for attention. The question of why I should watch this video should be answered in the first 5 seconds.
- Create content that you would watch yourself. If the video interests you chances are it would interest others.
- Just be consistent, the algorithm rewards consistency. It may take 10 or so videos before you get some traction. Commit to posting x amount of video per week (we think 3 should be the minimum). And stick to that no matter what. In the beginning editing and filming may take a long time but the more reps you put in the faster you will get.
- Leverage your set. Really show off the amazing space you built. Ensure you have good lighting.
- Monetization is going to come down to the brand you build. The more professional you make your brand appear the more likely advertisers are to work with you. Think of this question: how can I create videos that make it easy to incorporate a sponsorship.

Some video series ideas we thought of:

"Whiskey 101 / Whiskey for dummies" (A series explaining the different types of whiskeys)

- Create a clear hook
- Each video would be a different type of whiskey (single malt, blended malt, ex)
- Explain the difference
- Include your favorite or most popular brand within the type (possibility for a sponsorship here)
- You could explain all the nuances of whiskey
- Common misconceptions of whiskeys
- Basically the same as this [video](#), here are some tips to make it even better (look at the camera so the audience feels like you are talking to them, look at investing in a mic to get better audio, start with a hook "I bet you didn't know what bourbon and rye actually mean"). But overall this video is great and exactly the type of content you should be posting

“Behind the bottle” (give the background behind the distillery, another opportunity for a sponsorship)

- Much like our founder stories you can go into the history behind the distillery
- When planning the video, think; What part of this story is most interesting? Use that part of the video as the hook.
- You can use archived b-roll and images to help tell the story. If you run out of archived footage you could cut to pouring or drinking the specific bottle
- Example hook for “Behind the bottle: Buffalo trace”:
(Shot of the bottle)
This distillery is the oldest in the country; it even survived prohibition.

Satisfying video of whiskey routine ([example 1](#), [example 2](#).)

- Show the process of pouring a glass of whiskey
 - Break the process down into cut shots showing each step (Not sure if there are many steps, but you could get creative with it)
 - Include and emphasize the audio to give it that ASMR/satisfying feel
 - Keep the video pace fast
 - Final shot could be of you sitting down and taking a sip
- The shots for this video could be something like this
- Open the door to Casner Park
 - Turn on the lights showing the room
 - Your hand reaching out to select a bottle
 - Similar shot but selecting a glass
 - Placing the glass on the bar top
 - Dropping ice in the glass
 - Pouring the bottle into the glass
 - You taking a sip of the whiskey