

InVision Believes

5 Tips for How to Create Powerful Media

by David Rathod, Motion Director

InVision believes in creating captivating, transformative experiences that connect with audiences on a deeply emotional level. There's no better way to engage an audience and convert them into brand enthusiasts than with imaginative storytelling told through beautifully executed media. For us, media constitutes a variety of elements, including video, motion graphics, theatrical effects (i.e., lighting and sound), and interactive components and technology (i.e., augmented reality and virtual reality).



Here Are 5 Tips for How to Create More Powerful Media Experiences for Your Brand:

1. Define the Takeaway.

Before starting any media project, establish what you're trying to achieve. When the experience is over, what do you want people to do? What do you want them to feel? Craft your messaging so the audience reacts in a certain way and develop the style of your piece to generate the feeling you want to establish. Think about style in the context of movie genres—is this a comedy, drama, thriller or historical story? Knowing what you want the audience to do and feel will inform how to tell your story.

2. Treat Media Like a Journey, Not a Destination.

Effective storytelling takes audiences to a place they might not have otherwise gone. Though there is a beginning, middle and an end, the point of the story is the power of the experience itself. Use honesty and imagination as a way of getting the audience to let down their guard and get caught up in the moment. Put yourself in the mindset of the attendee, think about how you will excite and inspire them; and guide them along a path of discovery that ultimately connects them to your brand. If you've taken them on a compelling journey, you will have earned their trust along the way. And with brands, trust is critical to success.

3. Craft a Unique Message.

Instead of creating a safe, generic message, take a stand! To win over the audience, distinguish your brand by developing a smart, creative, unexpected story—something that supports your brand story, yet separates you from competitors. Tell your brand story with heart and conviction, not marketing lingo. If you feel a personal connection with the story you're telling, others will too. Be bold with your media design to maximize impact—when done well, it always pays off. You can be bombastic and loud, minimal and elegant, or funny and irreverent. A succinct, bold idea that reinforces your brand, yet resonates with people catapults your brand to be top-of-mind.

Engage and Inspire Your Audience with InVision

Immersive, engaging media experiences can transform the way you connect with your audience. People love being taken on a journey, and a well-crafted story told through film/video, interactive elements, live performances or a combination thereof can boost the emotional engagement they have with your brand, your products and your people.

If you're interested in creating more powerful media experiences, [let's talk](#). At InVision, we're always excited to tell brand stories in new, thought-provoking ways.

4. Flatter Your Audience—With Intelligence.

Today's audience is more sophisticated than ever. [As this link from eMarketer shows](#), people absorb media all day, every day—online, offline and on their phones—which means they've seen it all. Audiences want to be moved and impressed, so give them original, exciting work. Whether you leverage elegance, humor or emotion, be smart about it. Don't dumb it down. Create experiences for intelligent, observant audiences and they'll respect your brand for it.

5. Put the Venue to Work.

Where and how will the audience be experiencing the media? It's important to understand the venue space itself. If it is expansive and spacious, use the whole room. Lighting effects, projection mapping and interactive elements, such as [PixMob](#), can help fill out a space, making it feel more intimate. It's also important to pay attention to running time and tempo. For example, if you're creating an opening experience, the audience will give you their full attention; use it wisely and don't overstay your welcome. Always leave the audience wanting more.

