

Best Practices for Creating a Brand Battle Tournament Entry Video

To enter the Brand Battle Tournament you must submit a 2-3 minute video as part of your entry. This can seem challenging for many, so we are here to assist! This video is to help further inform the WSWA Selection Committee on your brand, what makes it special, and why it should be chosen to compete during the live virtual tournament.

What is the purpose of a video for our entry? Why do we need a video?

This video allows the Selection Committee an opportunity to gain more insight into your company and product. The Selection Committee will not have a bottle of your product to see or taste, so a video is the best way to highlight your story. What makes your brand unique and stand out among other companies in the same market space? Why should the selection committee choose you and your product to participate in this tournament?

Can I use an already produced video/commercial/interview?

Yes! You can absolutely use a video that is already produced, as long as it highlights what your brand's story is. This is not a requirement, however. We've seen highly successful entries that have been professionally produced, clipped from existing marketing collateral or news interviews, and even compelling stories shot on a cell phone camera!

Video tips

- **How long?** Your video submission should be 2-3 minutes long
- **Can it be an iPhone video?** Absolutely! Any MP4 video format works.
- **Topics to cover:**
 1. Introduce you and your brand
 2. Brand story/Background
 3. What makes your product unique?
 4. Why your brand will stand out in the marketplace.
- **Lighting:** Use lighting that feels natural. Make sure you and/or your product are not in the dark and can be clearly seen in the video.
- **Scenery:** Record your video somewhere that represents your company and/or product. Film in your distillery/winery, at a tasting bar, in front of your business, or even outside!
- **Sound:** Ensure you speak clearly and directly into the camera without a lot of background noise. We want to be able to hear everything you have to say.

We have created a dropbox folder of submissions from past Brand Battles with video entries that were done well. These range from professionally produced to recorded on iPhones. All of the entries were great and helped to get the companies into the competition. [CLICK HERE](#) to view sample videos.

If you have any questions regarding your video submission, please do not hesitate to contact the WSWA team! We are here to support you!