Setup

1) The video **must** be recorded **horizontally** (landscape view).
2) **Good lighting conditions/camera handling**
    a. The video must not be recorded too dark/noisy
    b. Avoid shaking the camera
3) **General: Background, clothing etc.**
    a. Remember: A CLEAN background represents the farmer, the farm and coloQuick
    b. Make sure that clothes and shoes are clean
    c. Make sure that no footage shows the tube feeder
    d. The farmer may not wear commercials for other products/brands
4) **Cover video footage** (this is used with the sound from the main interview video – thus, the sound from cover footage is not used)
    a. Sign or other with the name of the farm
    b. The farm seen from outside
    c. The customer standing by the system, showing how it is used
    d. Overview of stable and calves
    e. The customer walking down a stable aisle (optionally clapping a calf)
5) **Interview**
    a. The farmer must be holding a **coloQuick cartridge**
    b. The video must be a **one-take** (no interruptions)
    c. If possible, make 2 successful recordings (so that there is something to choose from)
    d. Maximum length on each clip: 30-45 seconds
    e. The farmer must speak loud and clear
    f. Pay attention to loud background noise (avoid high sounds from cows and machinery)

Playbook

- **Introduction**: The farmer tells:
  - **HIS/HER NAME**
  - **THE NAME OF THE FARM**
  - **LOCATION**
  - **COUNTRY**
  - **NUMBER OF COWS**
  - And answers the question: **WHAT HAS COLOQUICK GIVEN YOU?**
- **Write the customer details for the video:**
  - Name:
  - Address:
  - Number of cows:
  - Milk yield (Liters/year):
  - coloQuick owner since (year):

The videos must be sent using WeTransfer.com
After uploading, the customer details and customer name is sent to: trine@coloquick.com