

# VIDEO TESTIMONIAL

HELP SHEET



# What device should you use?

You can use your smartphone camera or a camcorder. Please ensure the following:

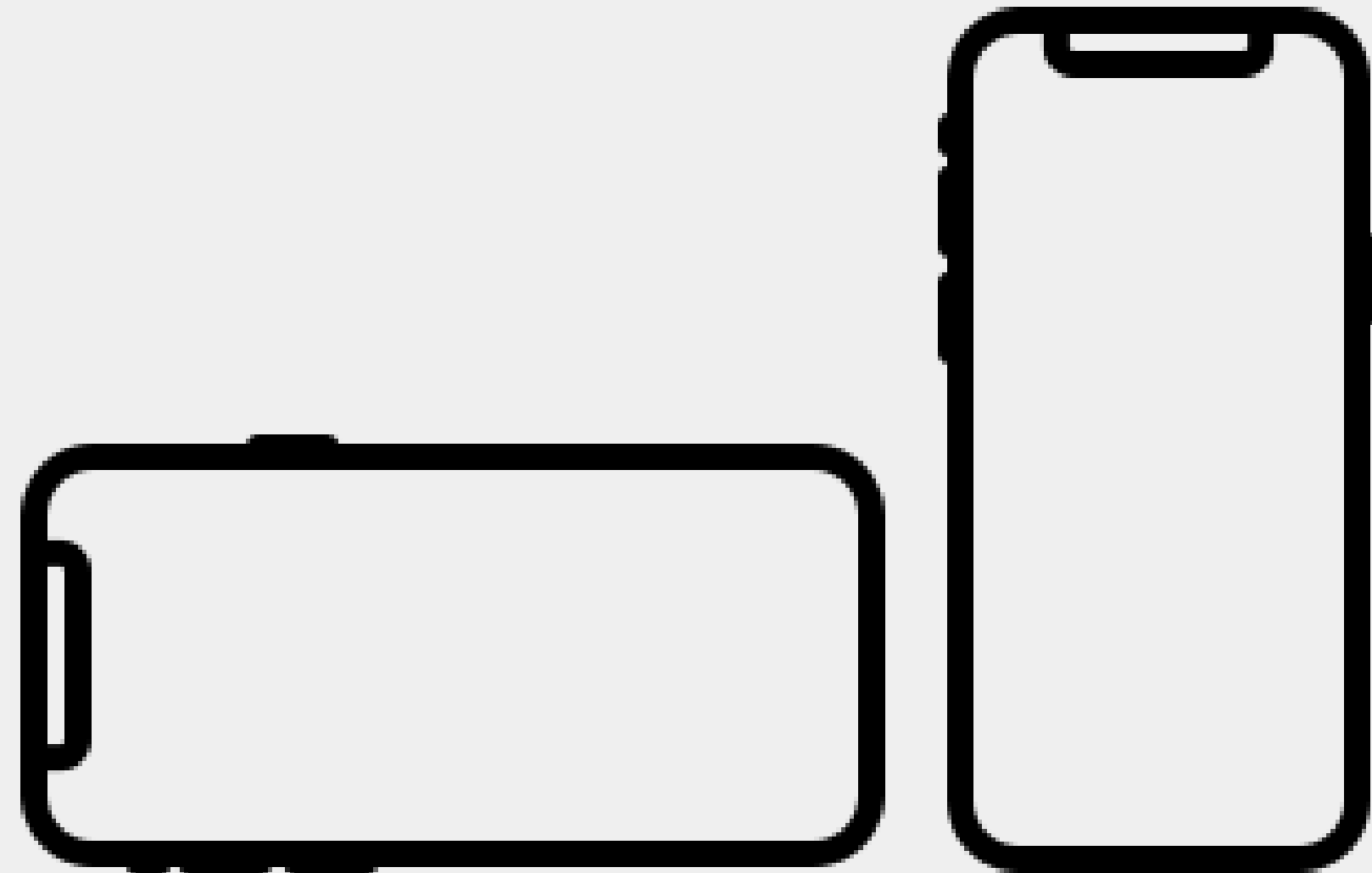
- The video is clear & not blurry
- High quality (1080p or higher)
- The environment is well lit
- Any sound can be clearly heard



# Orientation

If you are using a smartphone you can record in either landscape or portrait.

But, please stick to one orientation for all videos.



# Duration

We're looking for videos **30 seconds to 2 minutes long**.

However, these are not strict requirements as we can always edit them when you send through the clips.



# What do you need to video?

Use one of your committee members to speak in the video. This could include a **chairman, treasurer, secretary, kit buyer** or other committee member within the club.

Simply film this person discussing the **points on the next slide**. Extra points for filming in different parts of the club including pitch side, club facilities, etc!

We advise you to film the video in **individual parts** and send each of the clips to us. We can then edit them and create the full video for you.



# Main points for discussion

- 01 Intro to your club** – name & position at the club, club name, where are you based, number of teams, and any other club information you want to share.
- 02 Intro on Pendle** – how long have we been your supplier, what is your favourite thing about Pendle? How do we compare with other kit suppliers?
  - What do you think about our **prices**?
  - What do you think about our **quality**?
  - What do you think about our **delivery times**?
  - Why would you **recommend us** to other clubs?
  - If we're the **best supplier** you have used, let us know in the video!
  - If you use our **club shop feature**, tell us a bit about your experience.
- 03 Outro** – clips from the club, general overview & then “thanks Pendle”.

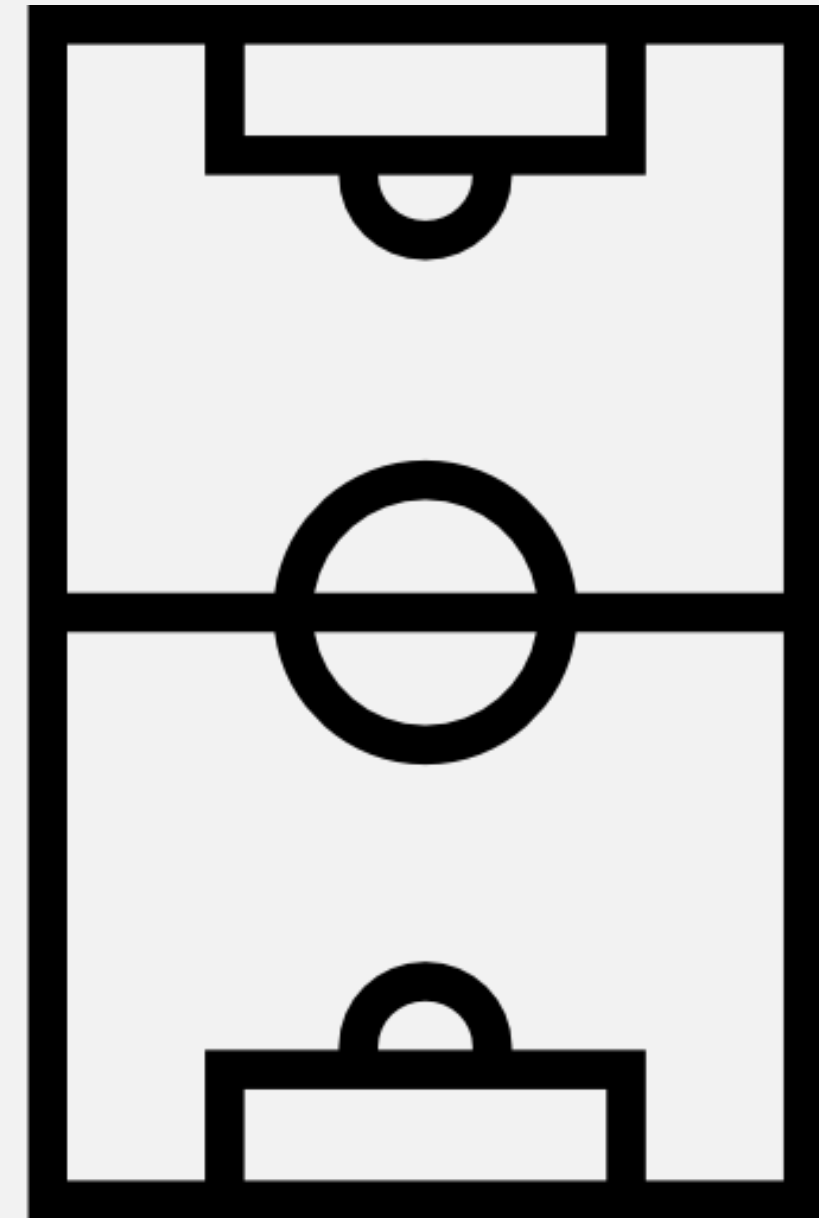


## **Additional clips**

It would be great if you could also include some shorter clips of the following:

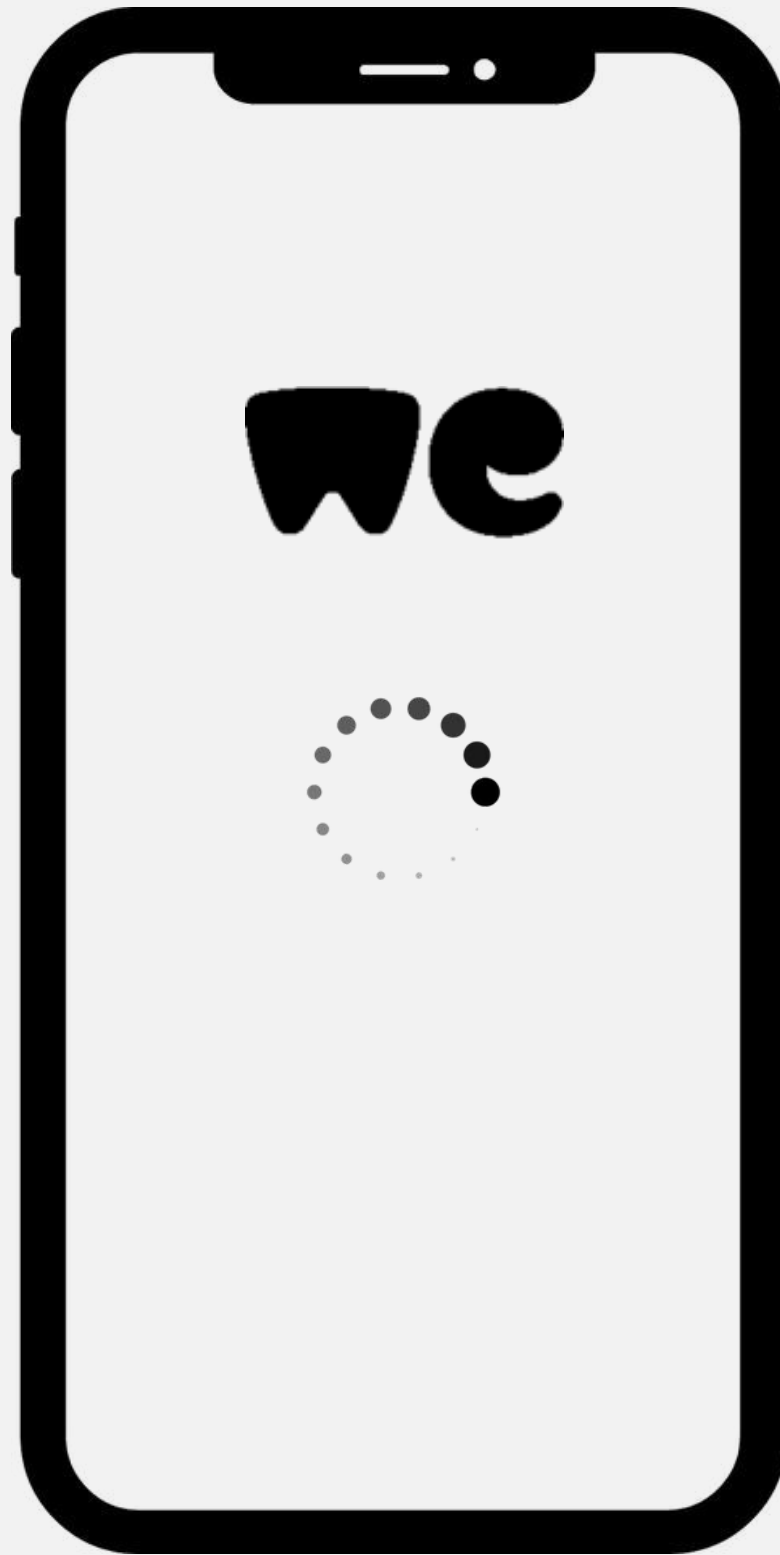
- Players from the club **playing in a game/training**
- Display your **club facilities, training ground or pitch**
- Display your **Pendle kits, training wear & equipment**
- Interviews with **managers for their experience of using Pendle**

If you have any other ideas feel free to include them & send them through!



# I've recorded my video - now what?

Once you've recorded all of the videos, you'll need to send them to us - here's how.



- 01** Once you have recorded all of the clips you would like to send over, please use <https://wetransfer.com/>
- 02** Upload the files & email to [onlineservices@footballkit.co.uk](mailto:onlineservices@footballkit.co.uk). Then fill in your email and add a title & message.
- 03** Set the title to 'Video testimonial for Pendle' and send! It's that easy.





# Struggling for ideas?

Take a look at some of the video submissions we've received from other clubs including:

[FC Bluestar testimonial](#)

[Grays Athletic FC testimonial](#)

And get some extra inspiration!



# **We look forward to seeing your testimonials!**

**Please note:** by submitting the video clips we will take this as confirmation that you're happy for them to be used by Pendle Sportswear for marketing purposes.

If you have any questions regarding the criteria, please email [onlineservices@footballkit.co.uk](mailto:onlineservices@footballkit.co.uk)

