

Lake of the Ozarks Area Collaborative Promotional Campaign

We would like to announce a Lake Area collaboration with the Lake Area Chamber of Commerce, Lake West Chamber of Commerce, Camdenton Area Chamber of Commerce, Eldon Area Chamber of Commerce, Versailles Area Chamber of Commerce and the Lake of the Ozarks Convention & Visitor Bureau to develop a promotional video campaign for our members. We will utilize this video in the recovery initiative of the Covid-19 Pandemic.

The goal of this campaign is to produce video content with personal messages or voice over descriptions from the Lake Area businesses to use, when you feel the time is appropriate to welcome customers. Completed videos will have background music, campaign graphics and business logos. All videos produced will be hosted on a YouTube Channel and native files made available for use on all social media platforms and websites.

The purpose of this document is to detail the format of the content being requested from each business to be utilized in the production of the promotional videos. Completed video files will be provided to the businesses at no cost, but there will be a limited number of videos that can be produced. Our goal is to produce as many promotional videos as possible and videos will be produced in the order at which complete content is provided.

Required Content Requested

1. Business Photos – Submit several photos (highest resolution possible) to illustrate your business.
2. Business Logo - Submit your business logo (highest resolution possible).
3. Business Video - Submit any existing video you currently have of your business.
4. Personal Message Video - Recorded on a cell phone; Roughly 15-30 seconds in length.
We request that you end your personal message recording with the tag line, "We are The Lake".
5. Video files accepted in .MP4 or .MOV formats. (Most cellphones produce one of these two types.)
6. Send your video file and additional content via Email or Dropbox to evan@funlake.com

Cellphone Video Recording Tips for Your Personal Message Video

1. Shoot video in a horizontal aspect ratio; "hold" phone "sideways" or landscape orientation.
2. Allow 2 to 3 seconds of silence at both the beginning and end of your video for editing purposes.
3. Hold your phone/camera as steadily as possible. Have another person handle the camera if possible.
4. Choose an appropriate location/background to record your video with adequate lighting.
5. Avoid back-lighting (windows or light sources behind the subject being filmed).



Contact your Chamber or CVB Representative for more information.