

The **5 Best Practices** for  
**Awareness-level  
Brand Reputation  
& Positioning Videos.**



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Here are **five best practices** specifically tailored for **Marketers and Directors of Communications** creating awareness-level marketing videos (top of funnel, reputation, and narrative- building).

**But first, let's acknowledge a few things** because we see you and we feel you...



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# Your Job Is Challenging

You face constant pressure and hard realities:

- **Weak engagement** — nobody cares.
- **Overlooked** amidst media noise.
- **Low-performing** brand reputation.
- **Mixed messages** eroding trust and weakening campaigns
- **Constantly reactive** instead of proactive.
- **Losing control** of the brand narrative.
- **Overwhelmed** trying to “keep up.”
- **Limited internal** team capabilities.
- **Budget constraints.**



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# But, there's Good News, Your Objectives are Attainable.

You can have:

- **Clear storytelling** and distinct positioning that converts.
- **Brand evangelists**, internally and externally.
- **Greater Share of Voice** that correlates to more market share.
- **Earned media:** Be seen, recognized, and talked about positively.
- Be the **leader of a well-known**, admired, and trusted brand.



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Here's how...

# How to Create VideoAssets that Work 24/7. for You



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# 1. Lead With a Single, Clear Narrative

Awareness videos must deliver **one idea the audience can walk away with**, not a list of features or talking points.

You should define:

- One **core message**
- One **emotional takeaway**
- One **strategic narrative tie-back**

At this stage, clarity beats completeness.

The main benefit is **focus that actually lands**.



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## 1. Lead With a Single, Clear Narrative

**When an awareness-level video centers on one core message, you get:**

### **Stronger brand association**

A single message repeats and reinforces a singular idea, making it more likely viewers connect that idea to your brand.

### **Better creative execution**

Your creative team can design visuals, tone, pacing, and narrative around a single idea—which makes the final output cleaner, sharper, and more emotionally effective.

### **Clear call-to-action path**

When the message isn't cluttered, the next step feels obvious. Even if the CTA is subtle, the viewer knows what the brand wants them to think or do.

### **High retention**

People only remember one thing—so if you give them one thing, they actually keep it. The message isn't diluted by competing ideas.

### **Faster comprehension**

Audiences at the top of the funnel have low context and short attention. One point makes it easy for them to grasp what this is about in seconds.



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## 2. Make It Emotionally Resonant, Not Transactional

Awareness content should build **connection**.

This means focusing on:

- **Story**, not sales
- **Values**, not features
- **Meaning**, not mechanics

Think: “What should they feel about us?”  
rather than “What should they do next?”



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# How do you make something emotionally resonate?

You make an awareness-level video emotionally resonate by connecting to a human truth first, the brand second.

At the awareness stage, people don't care about you yet—they care about their world, their feelings, and their identity. Effective videos tap that.



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## **Here are the levers that consistently work:**

### **Start with a relatable tension**

Emotion begins with recognition. Your audience needs to see themselves, their struggle, or their desire in the opening seconds.

### **Examples of Tensions:**

“I want to do X, but Y keeps getting in the way.”

“Everyone talks about Z, but no one mentions the real issue...”

“There’s a moment every [role] knows too well...”

**This creates instant connection and curiosity.**



## Lead with a human insight, not a product

In awareness, the insight is the **message**. The product appears later as the **resolution** of that insight—not the beginning.

### Human Insight Examples:

- “People don’t just want success. They want to feel like their work actually matters.”
- “People don’t just want information — they want affirmation that they’re making the right call.”
- “People don’t just want expert advice — they want someone who helps them feel less alone in decisions that feel too big to make by themselves.”



## Use specificity (not generalities)

Vague emotions don't hit. Specific micro-moments do.

**General:** "It's stressful."

**Specific:** "You triple-check the email before hitting send... then worry anyway."

The more concrete the scenario, the more it feels real.



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## Use visual storytelling over explanation

At awareness, **show, don't tell** is more powerful than any line of copy.

- Faces reacting
- Real-world textures and environments
- Body language
- Symbolic visuals
- Kinetic cuts timed to emotional beats

Visual emotion lands faster than verbal description.



## Give the viewer a feeling they want to keep

Awareness videos should deliver an “emotional reward”:

- Relief
- Validation
- Empowerment
- Belonging
- Inspiration
- Delight

Ask: What do we want people to feel  
in the final 3 seconds?



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## Tie the brand to that feeling (softly)

The brand should be the meaning-maker, not the spotlight-hog.

You're saying:

**"This is what we believe people deserve  
—and we help make that possible."**

Not

**"Here are our features."**

**A good awareness video feels like:**

**"This speaks to me,"**

Not

**"This is telling me what to think."**

Emotion needs air.  
Over-explaining flattens it.  
Leave room for interpretation



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# 3. Keep It Visually Distinctive and On-Brand

Awareness is a **visual game**—the audience might not remember the words, but they'll remember the impression.

## Best practices:

- A consistent visual language that aligns with the brand's mood.
- Strong brand cues (color, typography, tone)
- Cinematic or high-quality storytelling

**Consistency = recognizability.**



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# 4. Design for Silent Viewing and Short Attention Spans

Most awareness videos are **consumed**:

- On mobile
- Without sound
- In feeds

Therefore:

- Use subtitles
- Hook attention within the first 2–3 seconds
- Rely on visual storytelling, not dialogue



# 5. Align It With the Larger Brand Strategy

This is where Directors of Comms and Marketers shine when they're in sync.

## Awareness videos must reinforce:

- The **brand narrative** and **positioning**
- The year's communications pillars and marketing goals
- Reputation priorities
- Campaigns that **move buyers through the journey**
- Messaging architecture
- Strategic audience segments

The video isn't just a piece of content — it's a **narrative asset.**



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Ready, Set, **Go** on your own!  
Or, work smarter, not harder...

**Hi,  
We're  
Castleview.**



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# **We want to help you Get Seen. Be Loved. And Win!**

**At Castlevue, You Rule! And we help you move past the grind of weak engagement, mixed messages, media noise, and the constant scramble to keep up—so you can step into a brand presence that's clear, consistent, and impossible to ignore.**

## **You need a presence that...**

- **Builds trust instead of eroding it**
- **Creates evangelists inside and out**
- **Expands your share of voice**
- **Earns meaningful attention**
- **and positions you as the admired, credible leader your market actually looks to.**



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**Create Solutions**  
**with us, Your**  
**New Video**  
**Partner...**



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# 1. Brand Film

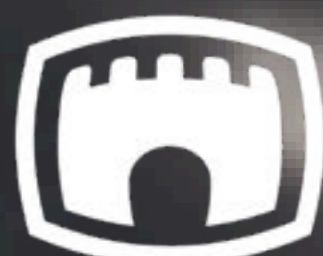
**Your Challenges:** Lost in the noise—unseen and unknown, inconsistent messaging, weak brand story, lack of emotional connection, unclear market positioning, slow down in new customers and/or donors.

**What's Possible to Attain:** increased awareness, trust-building, clear market positioning, new customers and/or donors, brand alignment internally and externally.

**Your Path forward:**

**A cinematic brand film that unifies your messaging and expresses your organization's core story.**

- We craft cinematic stories that distill your brand's essence into a unified message everyone can use—PR, marketing, leadership, social, and sales.
- We help you avoid mixed messages by anchoring the brand in a single standout narrative piece that everyone can use to shape their communications and marketing and win new customers.
- These are effective for almost any brand, business, organization, non-profit, or institution.



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## 2. Reputation Videos

**Your Challenges:** Lack of authenticity, misunderstood industry or brand, public distrust, weak engagement

**What's Possible to Attain:** Credibility boost, stronger public sentiment, emotional buy-in, higher reputation scores, retained customers and new ones.

**Your Path forward:**

**Authentic, human-centered videos that build trust and strengthen public reputation.**

- By using real people and authentic moments, we give your brand credibility that press, influencers, existing customers, and stakeholders respond to.
- Strategic videos support PR efforts by giving media and audiences something real, emotional, and trustworthy to anchor around.
- These can be straightforward and direct messages, or wrapped up into a narrative with edutainment strategies, or done via Case Studies and Client Testimonial videos.



# 3. Market Impact Videos

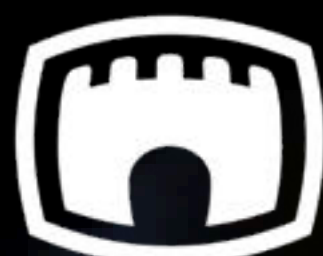
**Solves:** Low social engagement, algorithmic stagnation, weak reach, underperforming digital assets and videos.

**What's Possible to Attain:** higher share of voice, stronger campaign performance, improved visibility, prospects and leads.

**Your Path forward:**

**Social-optimized short-form content that boosts engagement and expands your share of voice.**

- We create short-form video built for the platform—fast, visually striking, story-led.
- We give comms and marketing a steady stream of assets that maintain brand clarity and win attention.
- We can use the approach and strategies of the above videos but craft them into short form for multichannel deployment.



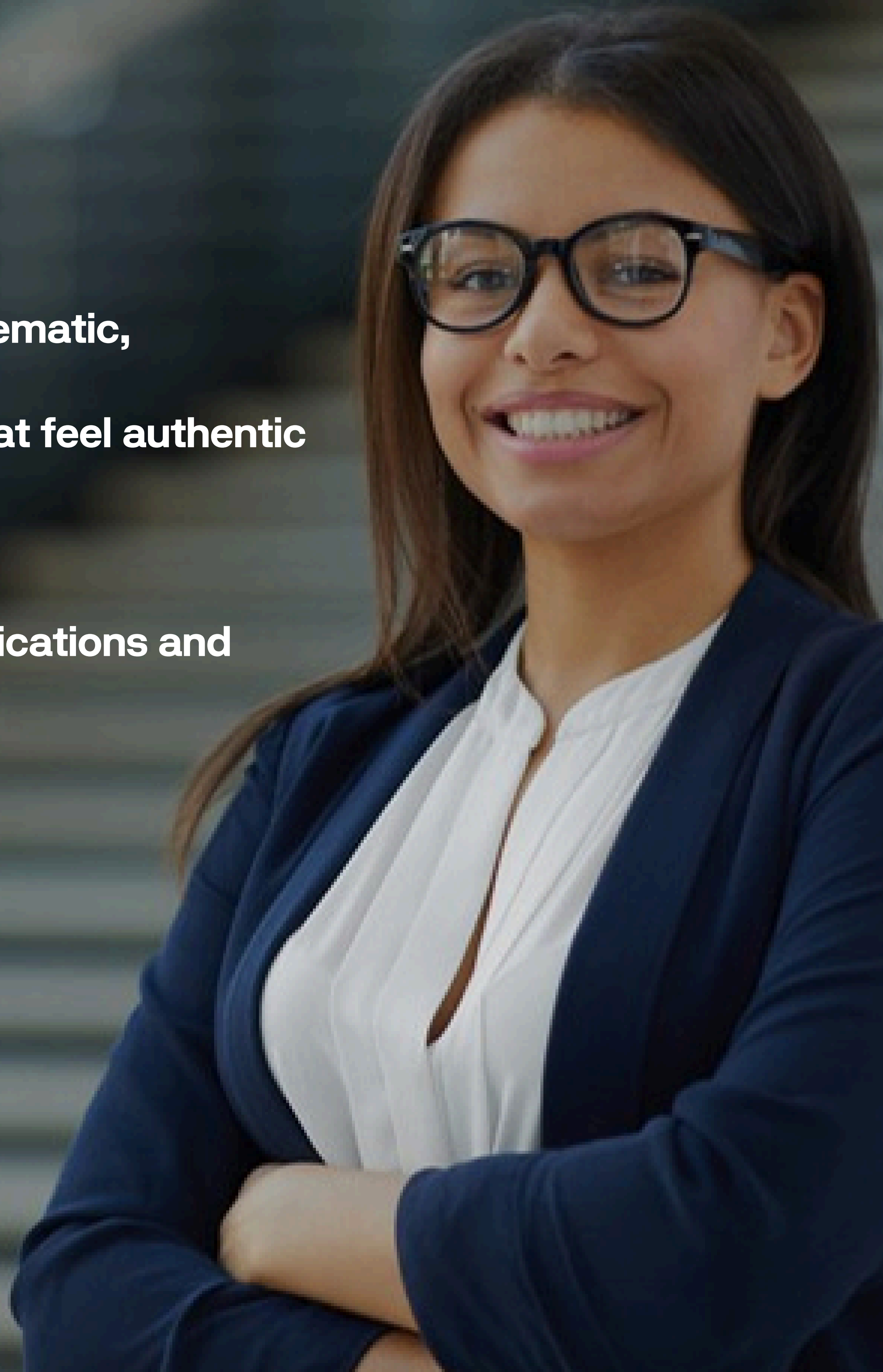
# Why Us?

- Proven at distilling complex ideas into cinematic, emotionally resonant stories
- Expert at capturing real people in ways that feel authentic and compelling
- Fast, reliable, and calm under pressure
- We handle the logistics and heavy-lifting
- A partner that understands both communications and marketing goals

**We help you move people  
—not just inform them.**



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# Common Questions & Concerns

## **1. How do we know an awareness video will actually move the needle?**

By centering the video around one clear idea and one intended feeling, we make sure viewers actually get it, remember it, and connect it back to you.

## **2. We've tried video before and it didn't work. Why would this be different?**

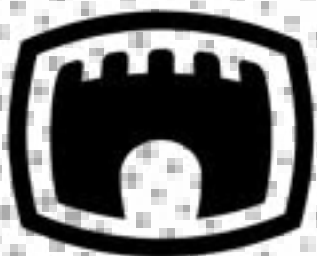
Most past attempts tried to say too much or felt transactional. We lead with human insight and emotional resonance, making the message land quickly and stick.

## **3. How do we maximize ROI across channels?**

We build multi-use narrative assets that repurpose into social cuts, PR tools, internal comms, and campaign content, increasing reach without increasing spend.

## **4. Will this drain my team's time? We're already overloaded.**

No. We handle strategy, creative, production, and logistics. Your team only sets objectives and direction, then approves at key checkpoints, reducing internal coordination and decision fatigue.



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# Let's Talk



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