



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

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.**

# 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.

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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## 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.

## 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?”

## 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.



## 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.



## 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?

## 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**

# 3. Keep It Visually Distinctive and On-Brand

A photograph of a person's hands playing a guitar. The background is a blurred city skyline at night, with lights reflecting on the water. The guitar strings are in sharp focus, creating a sense of motion and rhythm.

**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.**

# 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**.

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 Castleview, 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.

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.



## 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.**

# 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.

# Let's Talk



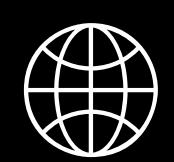
**Call**

(512) 808-7529



**Email**

[getseen@castleview.agency](mailto:getseen@castleview.agency)



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