



Corporate Video Development: DAE Consultancy & Services

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Abstract. This article reports on the development of a corporate video for DAE Consultancy and Services. The video was produced to promote and spread the existence of the company and their services. In today's era of rapid and developing technological advancement, corporate video is one of the platforms for companies to introduce their companies or to create any advertisements. Furthermore, this corporate video is an increasingly popular and widespread field and is gaining a lot of attention. The multimedia elements that consist of images, text and augmented reality have been applied in this corporate video. The purpose of producing this corporate video is to introduce DAE Consultancy & Services company to employees and locals. It is also to recommend halal food products available from the company. In order to produce this corporate video, it needs to include multimedia components so that the video looks more interesting and can attract potential customers to watch and perceive its content. With the latest trend on social media platforms such as Facebook, Instagram, Twitter and TikTok, hoping this corporate video will engage more people to watch or view the content more effectively.

Keywords: Corporate Video · Development · Production · Advertisement

1 Introduction

DAE Consultancy & Service was first developed or established in 2006 and started operating in Section 16 Bandar Baru Bangi, Selangor. The company started its first business operations with the corporate agencies of Takaful Malaysia, and Takaful Ikhlas. In the first year of operation, they only had three staff, one Chief Executives Officer (CEO) and one Chief Operating Officer (COO). Furthermore, in the first year of operation, the company has recorded incredible sales of 2 million and has been named among the 3 best agencies by Syarikat Takaful Malaysia. In addition, the American Insurance Association (AIA) or takaful services provided by this company are AM takaful (vehicle), Personal Accident Takaful (home and building protection), and Medical Card takaful [1].

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However, in 2007 DAE Company has become the representative of Umrah and Hajj travel for Andalusia travel, Muhammadiyah travel, Gemilang travel, and others. This is because, their achievements are very proud and very good they have received various good rewards such as being named the best agency, being a travel and Umrah representative and so on. So, this is the best appreciation of this company as long as they operate and develop the company.

After 13 years of operating the company, the Chief Executives Officer (CEO) of the company, Ustaz Haji Hairul Azman, sold the business DAE in Bandar Baru Bangi and moved to Sungai Besar, Selangor. Finally, in 2020, they began to be distributors of health products made by Muslim products to meet the needs of the Muslim community in the surrounding area to get halal and good food to this day.

2 Background Study

A corporate video is simply a video produced by a business, company, institution or organisation. Nevertheless, most often applied to assist and raise awareness of a company's brand as a whole, corporate video can be deployed in a business setting and serve many different purposes such as investor presentations, new product or service demonstrations, company introductions to potential customers [2].

Digital advertising in terms of video is more effective than traditional print advertising [3]. Video conveys huge amounts of information in a short time, more in a shorter amount of time on video as compared to text. Video is more engaging to the senses, so it can convey more information by showing and telling at the same time [4]. An experience-based video-related advertisement attracted more viewers, and the information can easily understand by the viewers. Through this video, full information about the product can convey to the viewers [5].

MAE mobile application is one of the e-wallets in Malaysia issued by Maybank has developed a video advertising to promote its application and services. The video content with information about MAE by Maybank2u by highlighting the benefits and unique features which help the viewers to start using the application in their daily life. This video mainly focuses on young adults and adults who have been struggling with financial management issues [10].

During the pandemic COVID-19, a video production of a documentary titled "MyReasons: For Coming to Malaysia" was produced. It discussed on how the idea came about, the planning, the talent recruitment, and the production. The video attempt to explain on how the video production industries can overcome the hindrances that were caused by this unfortunate event by adapting and creating new solutions by utilising other alternatives that allow the flow of production to run smoothly [11].

According to Bytyçi [12], video streaming nowadays is becoming more and more popular with each passing day. Videos will soon exceed 85% of the global internet traffic in the next few years, and with most traditional TV content moving to the internet, providers have to find new ways how to monetize their content. There are several ways on how to do that, however, the main focus of this particular paper is to understand how providers can make use of online video ads to monetize their content, and how to make these ads as effective as possible. From their result by using.

Quasi Experimental design (QED), it showed that an ad is 18.1% more likely to be completed when placed as a mid-roll ad than one that is placed as a pre-roll and it is 14.3% more likely to be completed when placed as a pre-roll than as a post-roll. Additionally, a 15 s ad is 2.9% more likely to complete than a 20 s one and that in turn is 3.9% more likely to complete than a 30 s ad. Further it also showed that ad completion rate was also influenced in the type of video that it was shown on. An ad placed on a long-form video (such as TV Series, Movies) is 4.2% more likely to be completed than an ad placed in a short form video. They have also seen some characteristics of viewer behaviour and how they behave when abandoning an ad or during different times of the day or week.

Nowadays, many people in the community start their own businesses to support themselves. This is because, by running a business, it will be easier to earn money by using the right methods and platforms. So, the statement of the problem that exists is that the surrounding community is less exposed and aware of the health products sold by the company. Having such an alternative can help people out there to recognise this product. Hopefully, this can help locals who have health problems to get this product. In addition, many people still do not know or understand this company. Therefore, by producing this corporate video will be able to solve the problems faced by the company. Last but not least, hopefully, this company can be famous and known throughout the country. Therefore, by producing this corporate video, they will be able to solve the problems faced by the company.

3 Methodology

As shown in Fig. 1, the video production process consists of 3 main steps: pre-production, which is the planning stage for mapping out the strategy and script for the video, production is the phase in which the video is shot, and finally post-production, which involves editing the video, adding music and other effects.

3.1 Pre-production

Pre-production is the planning process and execution of every task that must take place before production begins. It usually begins once the script is finished and involves

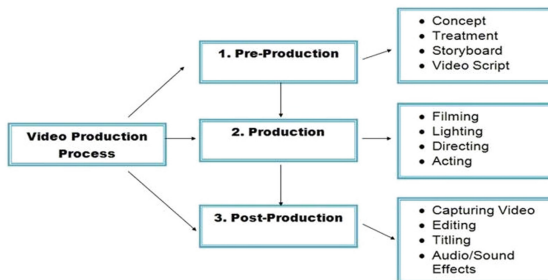


Fig. 1. Video Process

the director, cinematographer, producers, first assistant director, production managers, production coordinators, and location scouts. Every project is different depending on the budget and the size of the production, but there are some relatively universal guidelines to consider [6].

3.1.1 Pre-production Steps

- Lock the shooting script
- Finalise the budget
- Form a new company (not always applicable)
- Hire key department heads
- Break down the script
- Storyboard and shot list the scenes
- Scout and secure locations
- Cast actors and hire crew
- Get permits and insurance
- Schedule shoot days
- Perform a tech scout
- Arrange for equipment rentals

3.1.2 Pre-production Timeline

Pre-production immediately follows the “development stage,” where the script is worked into a viable final draft. As soon as the screenplay is “locked,” the process can begin in earnest.

Figure 2 is an example of a diagram of a basic Pre-production workflow. Every project is different but this order of operations can apply to any type of production, including short films, music videos, commercials, or feature films. In our case, we are focusing on corporate video.

Pre-production is also the starting stage for making a corporate video. At this stage, need to gather all the necessary information and find designs that are suitable for the project to be carried out. It is an activity that involves the collection of information required. During this process, some observations have been made to obtain good and interesting information.

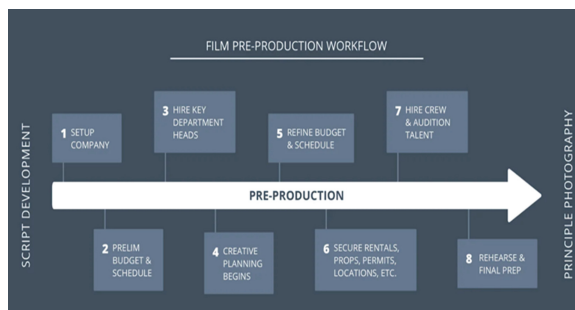


Fig. 2. Example of a basic Pre-production Workflow

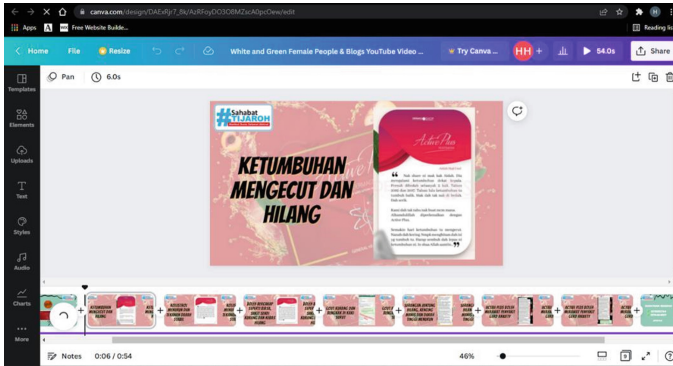


Fig. 3. Editing in Canva

Corporate video was chosen as the right strategy to present the organisation of the company as well as to introduce or promote the health products produced by the company that is halal and good for the health of every human being. It also in this stage needs to provide a storyboard about the video.

3.2 Production

This production phase is the phase where it needs to develop the project into a reality. At this phase or stage, it is also necessary to schedule each task well so that it can be completed according to the set time. Usually, this phase will be busy capturing, shooting and recording videos according to the storyboard that has been built as shown in Fig. 3.

All parties need to cooperate to develop a project. This is because it involves actual production or construction (production) to introduce the company organization and promote the product based on the design phase. It involves the production or selection of any medium, referred to as the design phase.

Next, creating a schedule for the launch of the project, such as making a schedule for filming and informing the supervisor about the project. In addition, the schedule should be made clear to ensure that no phases are missed or implemented. This can avoid colliding with other work schedules.

3.3 Post Production

Without editors, films would never be made. They are one of the most integral roles of a film's creation. Like cinematographers, editors are part technicians and part creatives which broadens their responsibilities.

A film editor is primarily responsible for the assembly of a film's raw footage into the final cut of a film. Most of an editor's work is done during post-production. But many editors will begin to assemble scenes and sequences during production as well. Many call the edit of a film the final rewrite of the story. Editors are responsible for cutting, arranging, and assembling the shots of a film in a way that best serves the film's story and director's vision.



Fig. 4. Video Editors - Filmora9, CapCut and Poster My Wall

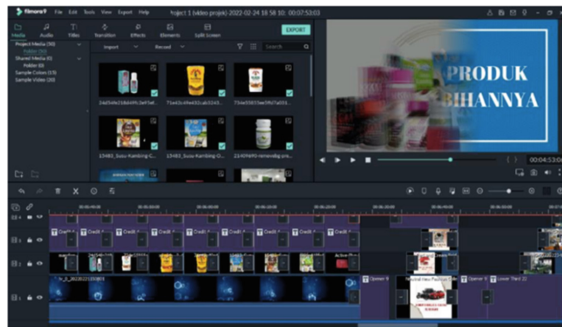


Fig. 5. Sample of Corporate Video Editing

Post-production is the last stage of the corporate video making process. This is the most difficult phase for each individual to do as it edits every piece of footage that has been taken so that the result will look neater and nicer. The software and applications that are used to complete the editing are Wondershare Filmora9, CapCut, and PosterMyWall as shown in Fig. 5. A sample of corporate video editing is shown in Fig. 6. A sample of an advertisement is shown in Fig. 7 (Fig. 4).

3.3.1 Wondershare Filmora9

Filmora is a line of video creation and editing applications developed by Wondershare. Filmora includes products for a range of users from beginner to intermediate. Common features of Filmora include a timeline, preview window, and effects library, navigated and controlled using a drag-and-drop interface [7].

3.3.2 CapCut

CapCut is a video editing app that allows users to not only add a trove of stickers, filters and effects, it also has a simple-to-use green screen function, a zooming feature that works like a Ken Burns effect, and many more — which make the app like an accessible Final Cut on the go [8].

CapCut is a mobile app for iOS and Android devices, specifically developed to complement the basic video editing features of the famous social platform, TikTok. The

app is free to use and promoted as a free TikTok editing app. CapCut Android and CapCut iOS both have similar features that allow you to modify your TikTok videos with filters, stickers, speed changes, background music, effects, and more. In addition, it comes with split, reverse, and other editing tools to make your TikTok videos look more polished and professional.

3.3.3 PosterMyWall

PosterMyWall is a cloud-based graphic design software that helps businesses create promotional videos, posters, social media posts, flyers, email campaigns, menus, and more from within a unified platform. Administrators can set up granular access rights, restricting specific users from accessing, editing, and deleting specific information [9].

PosterMyWall allows team members to collaborate on projects and share digital assets, folders, and designs. Key features of the platform include image editing, media library, automatic publishing, post scheduling, visual editor, and more. It comes with multiple pre-designed social media templates for Instagram posts, Facebook banners, Snapchat stories, Pinterest graphics, Twitter banners, Tumblr posts, and more.

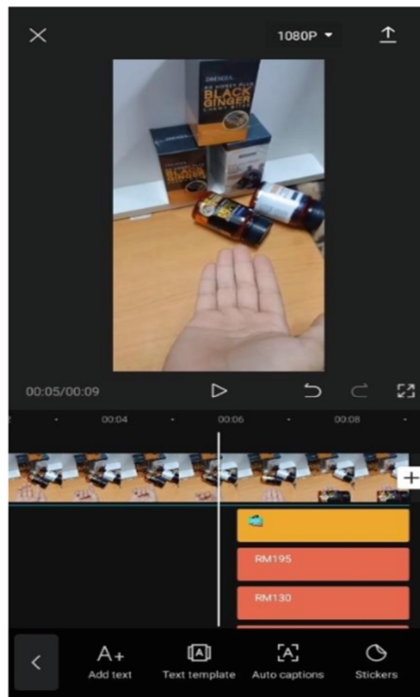


Fig. 6. Sample of Editing using CapCut



Fig. 7. Sample of the advertisement

4 Results and Discussion

A video corporate company DAE Consultancy and Services, is the subject of the emphasis project. Project on Introduction Corporate video refers to corporate audio-visual communication materials that consist of DVDs (digital video disc), video projection, audio and various other types of media materials combined. In line with the development of information technology, the production of corporate videos for a company is not something foreign anymore. Figure 8 is an example of a storyboard for the corporate video project and Fig. 9 is an example of a video screenshot.

5 Conclusion and Suggestion

Corporate video, as we all know, has long existed and been used in human life. Furthermore, this corporate video is also an increasingly popular and widespread field and is gaining a lot of attention. As is well known, in this corporate video can be said entirely using multimedia elements. As a result of this study, a corporate video was created that shows a little about DAE Consultancy & Services.

The use of multimedia in corporate video can also improve the quality and increase the effectiveness of the presentation of information. Therefore, information about the company and products can be conveyed and easily understood.

The development of this corporate video is also an initiative step to introduce related to DAE Consultancy & Services company to staff and outsiders. This is because many people or outsiders still do not know the company and what products or services are run.

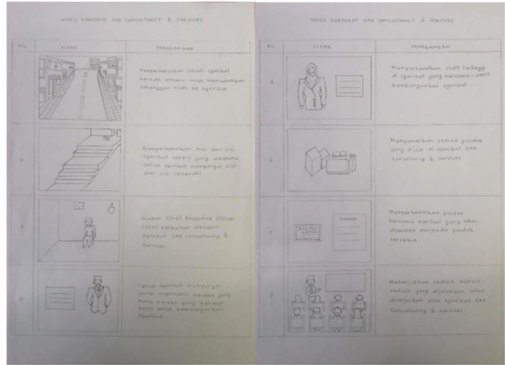


Fig. 8. Sample of the storyboard

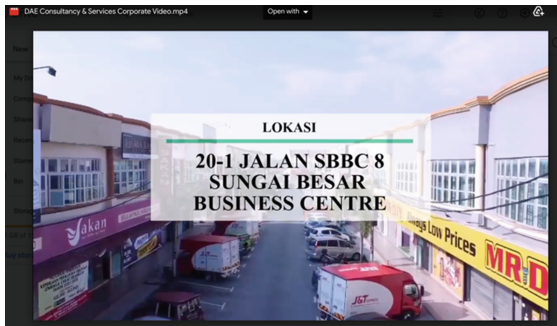


Fig. 9. Sample of the video

Finally, this corporate video was developed with the aim of introducing the company to the company’s staff and promoting the products sold to the community out there. So, with this video project, it is able to introduce the company or promote the product further.

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