

VIDEO

EMPLOYER BRAND

VIDEO BRIEF KIT

- ✓ **Authenticity Beats Production Value**
- ✓ The Problem with Perfect
- ✓ Day-in-the-Life Video Framework
- ✓ Creating Video That Doesn't Feel Fake

Frameworks from

The Talent Brand

by Jody Ordioni

Your employer brand video is either building trust or destroying it.

Let's talk · branding@brandemix.com · (212) 947-1001

Real Stories Beat Perfect Production.

Most employer brand videos are too polished to be believed.

Perfect lighting, perfect answers, perfect everything. The result? They feel fake — and candidates can tell the difference in seconds. The most effective employer videos aren't cinematic. They're real.

- 1 Authenticity is the differentiator you can't fake. Candidates have spent years watching ads. They know immediately when something is staged. The moment they sense it, trust is gone — and it doesn't come back.
- 2 You don't need a film crew. Some of the highest-performing employer brand videos are shot on phones, in real offices, with real employees answering real questions. The brief matters more than the budget.
- 3 The goal isn't a great video. The goal is a candidate who watches it and thinks: 'That's what it actually looks like. I want to work there.' This kit helps you build toward that outcome — not the award.

Want us to look at your current employer brand video and tell you what it's communicating?

We offer a free 30-minute Video Brand Review. branding@brandemix.com

Signs Your Employer Brand Video Is Failing

You don't need viewer analytics to know something's off. These patterns tell you first.

- Employees watch it and say it doesn't reflect reality**
If the people who live your culture don't recognise it on screen, candidates won't believe it either. A video that surprises your own employees is a liability, not an asset.
- Every person on camera is an executive or a professional actor**
Candidates want to see themselves in your video — the peer they'd sit next to, not the CEO they'd rarely meet. Executives make brand statements. Peers make decisions.
- It looks like a TV commercial, not a documentary**
Over-produced means over-managed. Candidates read polish as control — and wonder what's being hidden. The more it looks like an ad, the less it acts like one.
- The script is visible — you can see people reading or reciting**
Scripted answers kill authenticity in the first sentence. Candidates can detect rehearsed speech instantly. If it sounds prepared, it sounds untrue.
- You filmed it once and have been using it for three years**
Culture changes. Your video is a promise about the current experience. A three-year-old video is making a promise about a company that may not exist anymore.

If you checked two or more — your video is working against the brand you're trying to build. This kit helps you brief better content from the start.

What's Inside

01 The Problem with Perfect

Why over-produced videos lose candidates — and what works instead

02 Video Brief — Part 1

Objective, audience, and format — the decisions that shape everything else

03 Video Brief — Part 2

Talent selection, interview questions, and b-roll that feels real

04 Production Guidelines

Length, lighting, sound, and style — what matters and what doesn't

05 The Authenticity Checklist

Six questions to ask before you publish any employer brand video

06 Day-in-the-Life Framework

The most effective format — structured from morning to close

07 What Not to Do

The six mistakes that make employer brand videos feel corporate and fake

The Problem with Perfect

Documentary beats commercial. Every time.

X WHAT FAILS

Commercial-style production

Scripted, rehearsed answers

Studio lighting, green screens

Executives and spokespeople

Perfectly posed 'at work' shots

Generic b-roll: handshakes, suits

Music that drowns the story

✓ WHAT WORKS

Documentary-style approach

Real questions, unscripted answers

Natural light, real environments

Real employees at all levels

Actual work happening in real time

Specific b-roll: your work, your space

Story that stands on its own

The brief is the product. If you brief the right story with the right people and the right questions, the video almost makes itself.

Is your brand using video that candidates actually believe?

We build authentic employer brand video strategies. branding@brandemix.com

Video Brief — Part 1

Complete this before any production conversation starts. Decisions made here set everything else.

01 · DEFINE YOUR OBJECTIVE

What's the goal?

Awareness / application / culture proof / day-in-life — each needs a different approach. Trying to do all four in one video means you achieve none.

Our goal:

What action do we want viewers to take?

Apply now? Follow us? Join the talent community? Name the exact action — and make sure the video earns it.

The action:

What should they feel after watching?

Excited? Seen? Curious? The emotional outcome drives every creative decision. Define it before you start.

The feeling:

02 · IDENTIFY YOUR AUDIENCE

Who is this video for?

Specific role, level, and expertise — not 'everyone.' A video that speaks to a senior engineer is a different video than one for a recent graduate.

Audience:

What matters most to them?

Growth, impact, flexibility, mission — the more specific you are about their priority, the more your video can speak directly to it.

Their priority:

What question are they trying to answer?

'Is this company real?' / 'Would I fit in?' / 'Is this the kind of work I want to do?' Know the question — then answer it.

Their question:

03 · CHOOSE YOUR FORMAT

Employee Testimonial

One person. Their story. Most trust-building format.

Day-in-the-Life

Follow someone through their actual day. Highest candidate intent signal.

Culture Montage

Multiple voices, one theme. Shows breadth of experience.

Q&A Style

Employees answering real candidate questions. Feels like a pre-interview.

Behind-the-Scenes

Show the work, not just the people. Strongest proof of what you actually do.

Video Brief — Part 2

The people you choose and the questions you ask determine whether the video feels real.

04 · SELECT YOUR TALENT

- Real employees — not actors or executives only**
An actor performs belief. An employee carries it. Candidates spot the difference instantly.
- Diverse perspectives — roles, tenure, backgrounds**
A team that looks like one type of person tells candidates exactly who belongs here.
- Comfortable on camera — but not too comfortable**
Completely at ease often means rehearsed. A little natural nervousness reads as authentic.
- Stories that connect to your brand pillars**
Each person should prove a specific brand claim — not just be willing to be on camera.

05 · CRAFT YOUR QUESTIONS

Avoid yes/no questions. Ask for stories and specifics:

- ✓ **Tell me about a time when...** | Opens a specific story — not a prepared statement.
- ✓ **What surprised you about working here?** | Surfaces real, unscripted reactions. The answers you don't expect are the ones candidates trust most.
- ✓ **Describe a typical Monday morning...** | Concrete and specific. Grounds the video in reality rather than aspiration.

06 · PLAN YOUR B-ROLL

- Real work environments — not staged conference rooms**
The physical space tells candidates everything about the actual experience.
- Actual work happening — hands on keyboards, real collaboration**
Show real work happening. The camera knows the difference between real and performed.
- Candid moments — laughter, concentration, problem-solving**
You can't direct a real laugh. Capture, don't construct.

Is your employer brand video showing the truth — or a performance of it?

We build employer brand video strategies that feel real — because they are.

Brief development, talent identification, question design, and creative direction — we do the thinking that makes authentic video possible at scale.

Let's talk →

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Or continue to [Production Guidelines](#) →

Production Guidelines

Less investment than you think. More intention than you have.

LENGTH — Respect viewer time

Social media: 30–60 seconds maximum
50%+ of viewers drop off before the substance. If it can't be said in 60 seconds, make two videos.

Career site feature: 90–120 seconds
Room to tell a real story. Short enough to hold attention through the end.

Long-form culture piece: 3–5 minutes maximum
For deep-dive content where the audience is already invested. Even here, shorter is better.

TECHNICAL — Get audio right first

Clean audio is non-negotiable
Bad audio makes good video unwatchable. Clean audio with mediocre visuals beats the reverse.

Natural light over studio lighting
Natural light reads as real. Over-lit setups read as staged. Documentary, not commercial.

Real environments over green screens
The space communicates the culture. Put people where they actually work.

STYLE — Documentary, not commercial

Conversational over scripted
A scripted answer can be spotted in the first sentence. Ask real questions instead.

Show the work, not just the people
'We have a great team' is a claim. Footage of that team solving a real problem is evidence.

Real moments over posed perfection
Imperfect is trustworthy. A stumble, a laugh, a pause — these make candidates believe everything else.

Need help deciding what kind of video to make first?

We guide brief development, format selection, and creative direction. branding@brandemix.com

The Authenticity Checklist

Answer these six questions before you publish any employer brand video.

Does it show real work — or just smiling people?

Smiles without substance don't answer the candidate's real question: 'What would I actually do here?'

Pass

Fail

Revise

Would current employees recognise this as their experience?

If your own team watches it and shrugs, it's not working. The people in it should nod — not wince.

Pass

Fail

Revise

Is anyone reading from a script?

You can always tell. The cadence is wrong. The eye contact is wrong. If yes — reshoot without one.

Pass

Fail

Revise

Does it reinforce your brand pillars naturally?

'Naturally' is the key word. Pillars that feel forced to you will feel forced to candidates.

Pass

Fail

Revise

Is diversity shown as a fact — not a token gesture?

One of everyone, perfectly arranged, is as obvious as no diversity. Show the actual team.

Pass

Fail

Revise

Would a candidate understand what it's actually like here?

The only question that matters. If the answer is no — the video failed regardless of how good it looks.

Pass

Fail

Revise

Day-in-the-Life Framework

The most effective employer brand format. Answers the one question every candidate has: what would my day actually look like?

LENGTH

90–120 sec

NARRATION

Employee voiceover

FORMAT

Follow one person

MORNING

Show the start

BRIEF

Commute, coffee, first meeting. The ordinary moments that tell candidates what the day feels like before the work begins.

WHAT TO SHOOT

Commute or arrival · First interaction · Morning standup · The space they work in

ASK THIS

'Walk me through your first hour. What are you thinking about as you start your day?'

MIDDAY

Show the collaboration

BRIEF

Team work in progress, problem-solving, real conversation — where candidates see whether the culture matches the claim.

WHAT TO SHOOT

Working session · Problem being solved in real time · Slack / meetings — whatever collaboration actually looks like

ASK THIS

'Tell me about something you worked on with someone else this week. What made it work?'

AFTERNOON

Show the focus

BRIEF

Deep work, client interaction, or work requiring concentration. Answers: 'What does the actual craft of this role look like?'

WHAT TO SHOOT

Solo deep work · Client call or presentation · The craft of the role — whatever they're building, writing, or managing

ASK THIS

'What's the most satisfying part of your afternoon work — the thing you genuinely like doing?'

CLOSE

Show the outcome

BRIEF

What got done, how they feel. Where candidates decide if the trade-off is worth it.

WHAT TO SHOOT

End-of-day moment · What moved · The transition from work — commute home, laptop close, final message

ASK THIS

'How do you typically feel at the end of a day? What does a good day look like for you here?'

Employee voiceover is the format. Let them narrate what you're seeing in their own words — not a script, not a caption, not a brand line.

What Not to Do

Check any that apply. Mark the priority. Use the fix as your starting point.

MISTAKE · WHY IT FAILS · THE FIX

PRIORITY

<input type="checkbox"/> Applies to us MISTAKE Scripting every word <i>Scripted answers create a performance, not a story. Once candidates detect it, nothing else is believable.</i> FIX Replace scripts with questions. Brief your talent on the topic, not the answer. Let them find their own words.	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Watch
<input type="checkbox"/> Applies to us MISTAKE Showing only executives <i>Candidates want to see the peer they'd sit next to — not the executive they'd rarely meet. Peers make hiring decisions.</i> FIX Cast for roles and tenure. The most compelling talent is often the person who's been there 18 months and is still excited.	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Watch
<input type="checkbox"/> Applies to us MISTAKE Staged work scenes <i>Candidates spot performed work instantly. It undermines every authentic moment around it.</i> FIX Film real work happening — or film nothing. B-roll of someone pretending to code is worse than no b-roll at all.	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Watch
<input type="checkbox"/> Applies to us MISTAKE Generic b-roll: handshakes, suits <i>If your b-roll could appear in any corporate video anywhere, you've communicated nothing specific.</i> FIX Make every shot specific to your company and actual work. Specificity is credibility.	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Watch
<input type="checkbox"/> Applies to us MISTAKE Music that overwhelms the story <i>Corporate music signals: this is an ad. It also drowns the one thing that converts — the employee's actual voice.</i> FIX Reduce music to ambient or remove it for the moments that matter most. Let the story breathe.	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Watch

REAL VS. FAKE

If your employees watch your employer brand video and don't recognise their own experience — it's working against you, not for you.

Polished videos that feel false don't just fail to attract candidates. They actively repel the ones you most want — the ones who will find out the truth on day one.

The story is already there.

We help you find it, brief it, and capture it in a way that candidates actually believe.

branding@brandemix.com · brandemix.com

Here's how we help.

We've spent 20+ years helping organizations tell true stories about what it's like to work for them — in video, in writing, and across every candidate touchpoint.

EVP Development

We research what's genuinely true about your organization — through employee interviews, focus groups, and competitive analysis — and build an EVP that's specific, defensible, and real.

Delivered 200+ EVPs across industries

Employer Brand Strategy

Once your EVP is validated, we build the brand architecture and messaging system that lets it show up everywhere — from job posts to onboarding to all-hands meetings.

From strategy through activation

Employer Brand Video

We handle brief development, talent identification, question design, and creative direction — giving your production team everything they need to capture authentic stories that candidates believe.

Award-winning creative & media

Let's talk about what your employer brand video is actually saying.

A 30-minute conversation. We'll look at what you have, tell you what's working, and where to go next.

brandemix

bonding through brand strength

**Real stories beat perfect
production. Every time.**

Show the truth, not the aspiration.

Your employees have stories worth telling.

We help you find them, brief them, and get them on screen in a way that candidates actually believe. We've built employer brand video strategy for organizations across industries. We know how to make authenticity scale.

Let's talk →

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