

# Bumper Checklist

The bumper is the 30-60 second video that usually plays before a message. It introduces the topic and practically speaking, it allows production teams to reset the stage in the dark. **Great bumpers are a significant financial investment from you're creative department. So you'll want to make sure they're as effective as possible.** Here is a checklist to do just that!

- ★ **Consider the Audience** - These videos will be used in your services and online. **It's easy to remember the service platform but hard to remember the online platform.** Because there are two different platforms it means you will have two difference audiences - insiders and outsiders. Folks that are part of your church community and folks that are part of the community at large. So this means you need to create bumpers that connect with both audiences. Both folks you know and folks you don't.
- ★ **Create Anticipation** - The bumper should address the topic at hand. But it should also create anticipation. It should create excitement and longing for the upcoming message. **If a bumper doesn't create anticipation then it fails at one of its core purposes.** It should create excitement weeks before the message is shared.
- ★ **Don't Give too Much Away** - Leave the audience wanting to learn more. Bumpers work best when they ask questions. **Leave the answers to your teaching team.** When your bumper has a sense of mystery, it can create a desire in people to find out more.
- ★ **Nail The First 10 Seconds** - Most of our impressions, from food to people, is solidified in the first 10 seconds. This is why its key to nail the beginning of your bumpers. If you have stunning footage, don't burry it at the end. Put it up front. If you spend time on an awesome animation, make sure to show it right away. If you have a compelling quote than start with it. If your bumper starts strong it well be received in the service and on social. **You don't want people scrolling on by your bumper. So grab their attention right away by nailing the first 10 seconds.**
- ★ **Change Your Style** - This is a tip that often gets overlooked. It gets overlooked because it is easy to stick with what you know, and what you're good at. But the problem is that guests get bored with the same old style. They get bored of seeing the same type of video over and over. So change up your visual language by moving from animation, to claymation, to comedic, to dramatic, to cinematic. **Stretch yourself and try something new. Your guests will appreciate experiencing a new approach and will be drawn into your series.**
- ★ **Focus On The Audio** - The audio experience is equally important to the visual experience. Most videographers neglect or tac on the audio because the majority of their training and experience is on the visuals. This imbalance needs to be corrected because **the visual experience starts people watching but the audio experience keeps people watching.** Images will attract the eyes of your audience but sound will tug on their hearts. When I am pitched a concept, I want to see a possible storyboard and listen to possible soundtracks. These two elements need to work in tandem. Audio cannot be shoehorned in last minute.
- ★ **Forget The Audio** - When you forget the audio, you're forced to rely on strong visual storytelling techniques. You want your bumpers to visually stand on their own - to be a story without sound. Right now both Facebook and Instagram start videos in your feed without sound. You scroll to watch but you have to click to listen. That means when people watch your video at work, during a meeting, under the desk, its on mute. If your visual storytelling is strong, they will watch the whole thing. That is the gold standard for visual story telling. So craft visual stories that can work muted. **A great way to determine if you have achieved this goal is to watch your video without sound and see how engaged you are. If you're bored, then you have some visual storytelling work to do.**
- ★ **Develop Your Bumpers In Creative Community** - Don't build your bumper in isolation. Make sure to involve cross talk among your other creative teams such as stage and graphic design. **Talking across these teams will help create stylistic synergy across all the teams. It will make the concept come alive across a number of artistic disciplines.** And this will create a more cohesive service experience for your guests. This will also ensure you lead with a concept that the other teams can follow. You don't want to use a brick metaphor for the bumper during your Nehemiah message series if the stage design team isn't ready to build a wall.