Up to 7 different videos

For different content, purposes, channels, platforms…

Short summary

A quick introduction to the main news. Perfect to share on social platforms to drive clicks to the press release.

Script includes:

- Short, catchy headline
- Quick summary
- CTA

News summary

A more extensive summary of the main news. Ideal for sharing the message in the press release and be consumed as a whole on different platforms.

Script includes:

- News-based headline
- Summary
- Supporting details
- CTA

News summary with Quote

A more extensive summary of the main news, also including a quote. Builds authority, while also sharing more of the main message for the audience who wants to stay on the platform.

Script includes:

- News-based headline
- Summary
- Relevant quote
- Supporting detail
- CTA

Only when content has quote

Quote First Short

Want to catch the audience's attention quickly? This teaser video starts with the most captivating quote, and is perfect for social platforms.

Script includes:

- Captivating quote
- Summarizing teaser
- CTA

Only when content has quote

Quote First Long

Starting with the most captivating quote, and then giving the viewer a more extensive summary of the main news. Ideal zero-click content to drive awareness.

Script includes:

- Captivating quote
- Summary
- Explanation of the broader impact
- Supporting
- CTA

Only when content has quote

Financial Key Figures

Emphasizes financial and investor relations content through three highlights. Perfect for both social media, presentations and corporate comms.

Script includes:

- News-based headline
- Three key highlights focusing on financial details, investment strategies, and market impacts.
- CTA

For financial/IR content only

Financial Key Figures with Quote

Emphasizes financial and investor relations content through three highlights and a quote for added insight.

Script includes:

- News-based headline
- Three key highlights
- Relevant quote
- CTA

For financial/IR content only