



A Guide To

Better Video

Collaboration

**A Free Guide from OverCast**

# Logjams & How To Remove Them

## A Guide To Better Video Collaboration



Video is awesome! Everyone says so. But have you ever tried to make one? The cost. The time. The pain. Why does it have to be so difficult?

Time wasted waiting for edits, a muddy workflow, and transparency around which assets are greenlit and which are not – these are the barriers to engaging video brand content, and they’re how any brand can win the competitive upper hand. While you’re working with video to produce branded content, you’re probably stuck in a workflow designed for different projects, using tools not fit for purpose.

Fire up Adobe’s Media Encoder and ask your Marketing Team which button to push first – they won’t know. And they shouldn’t need to know. Similarly, your busy Project Manager is often mobile-first – not great for downloading huge files for review from DropBox, or for reviewing them at all. And there’s your logjam.

With WeTransfer / Dropbox	With OverCast
1 Compress Video	1 Open Overcast
2 Open Dropbox	2 Upload with "Instant Notification"
3 Upload	3 Instant Commenting
4 Share	4 Review
5 Email Client	5 Edit
6 Open Dropbox	6 Repeat
7 Download Video	
8 Review Video	
9 Open Email Client	
10 Review Video Timecodes	
11 Send Email	
12 Collate Emails	
13 Review	
14 Edit	
15 Repeat	

Collaboration around video is too complicated, and most solutions in use aren’t really solutions. The truth is that most teams are left juggling a myriad of tools, none of them designed for the video project at hand. Most tools in use aren’t universally available to every stakeholder; communication is distributed over a bunch of overlapping channels; they don’t offer video analytics, so you don’t know how many people your video has reached; the video software is desktop-based rather than browser-based; requests for comment get buried in email inboxes; when a comment is made, not everybody who needs to see it sees it; it’s difficult to know who has approved what, and therefore how to move the project forward.

## How To Collaborate On Video

Here's a breakdown of the most common logjams to creating great branded video, and what your company can do to get better content to market faster.

### All-Team Access Via Web Browser

Expedite changes by ensuring that everyone on the team can access the project. This means they can see what's required of them to progress it, and enables on-the-fly input. The necessary changes get made, and your project is completed – much faster.

### Live Annotation and Review

Dump the old Export-Upload-Email-Download-Review-Reply workflow. By enabling live, concurrent commenting/annotation and asset approval by all stakeholders, everyone's input is heard in real-time. And by swapping out emails for a form of Instant Notification, requests for review aren't left hanging for days.

### Easy & Clear Approvals

One-click approvals tell your team exactly what's approved, and when they can move on.

### Build An Automatic Audit Trail

By being able to see how a project has is progressing at a glance, you'll not only be able to see where your logjams are, but also be able to foresee future ones. This means being able to view version history, history of edit requests (and if they were implemented), and digital signatures for approved changes so your creative team can move on. Basic version control alone will save you hours.

### A Unified Video Management Platform

Too much time is uploading and downloading huge video files, and in converting those files to a format your team can view. More time lost switching between different communication channels. And printed proofs can look different on different peoples' computers. By running your video project out of a cloud-based VMP, you've unified the whole team in a single place.



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