

# Airtime x Quickframe Video Brief

## Desired Creator

We are seeking creators with a devoted following concentrated in a single area. **High school students and college students** are preferred, as we would like to test distributing these videos to the school. Ideally, their followers are their true friends.

## Format

- **30-60 seconds**
- **Show a group video chat within the first 5 seconds** of the video (over the shoulder shot preferred)
- Include **end card featuring the Airtime logo + iOS/Google Play icons** (Airtime to provide)
- In addition to the normal format, please **provide 1x1 (square) ratio** of the video for Instagram
- **Do not overlay text** or watermarks on the video unless approved by Airtime
- **Do not rely heavily on audio to carry the narrative** of the video - **most people watch these videos on mute** on Facebook and Instagram

## Creative Guidelines

We'd like you to tell a visual-first story demonstrating how people have fun on Airtime. 70% of people watch video on mute, so **the video should not overly rely on audio** to understand its story.

Video should **verbally communicate at least one unique feature** and **visually showcase a relatable, common use-case**.

### Unique feature of the app:

- Video chat/Facetime with six people
- Listen to Spotify while video chatting
- Watch YouTube while video chatting

### Use Case:

- Use Airtime to plan a party while your parents are out of town
- Use Airtime to catch up with your friends after a night out
- Use Airtime to choose what the football game/dance theme should be this year

## Do's + Dont's

Do's	Dont's
Make an aspirational video in a 'commercial' style format	Not an infomercial
Showcase the product in use!	Teach viewers how to use it in an instructional format.
Make it feel like people are having a great time on the app - <b>it's a PARTY!</b>	Show too many menu screens
Be natural, relaxed, and authentic!	Be fake or feel overly scripted
Show people inside the app communicating, with at <b>minimum three or more people video chatting</b>	Please do not feature alcohol-related content
<b>Be funny! Laughs</b>	

## Creative Learnings (most successful videos so far)

- Rickey Brown: <https://www.youtube.com/watch?v=FkKXYg6cFWY>
- Girls Hanging: <https://www.youtube.com/watch?v=1qmgSomwqol>
- Thalia: <https://www.youtube.com/watch?v=daR9zCKasJg>

**Once your video is done, submit to Quickframe and once approved, share on your social channels with the unique link Airtime provides you!**

## What next?

- Become an Airtime ambassador and refer friends for swag
- Host in-app experiences (makeup tutorials, album release parties, Youtube 'you laugh you lose' parties)
- Partner with Airtime to sponsor or host events at your high school or college