PROJECT COMMUNICATIONS
Teaser video guidelines
What is a teaser video?

• A project teaser is a short video/animation explaining the scope of the project.

• It is used to grab the audience’s attention explaining what the main purpose and aims of the project are.

• The video can be used to promote the project on social media by the SESAR 3 JU and project partners.
What to consider when filming your teaser video:

1. A teaser video should be **30-45 seconds** in length

2. **Avoid** using acronyms and technical language

3. Ensure that the content remains **high level**

4. File size **100MB** to upload on LinkedIn & Twitter

5. Use the **intro/outro** supplied by the SESAR 3 JU

6. Have videos/animations ready by **early 2024**
How to create your teaser video:

There are a variety of ways of making a teaser. You can use Canva and Powerpoint to create an animated gifs or contract an expert to produce more sophisticated animations.

You can mix with film of someone speaking to the camera using a professional camera person or your phone. Should you choose to use your phone, consider these guidelines:

- Take videos horizontally to deliver the best results.
- Stabilise the phone by having someone film you or by using a tripod.
- Make sure to be standing and include your shoulders in the shot.
- Avoid dark spaces and backlight and try to film in natural light.
- Avoid background noises by filming in quiet indoor spaces.
Additional SESAR 3 JU branding components

Streamlined visual identity for projects:

• Project logo style per programme strand
• Association with SESAR 3 JU logo, EU emblem and grant agreement text.
• To be used in all communications material