

PROJECT COMMUNICATIONS

Teaser video guidelines



EUROPEAN PARTNERSHIP



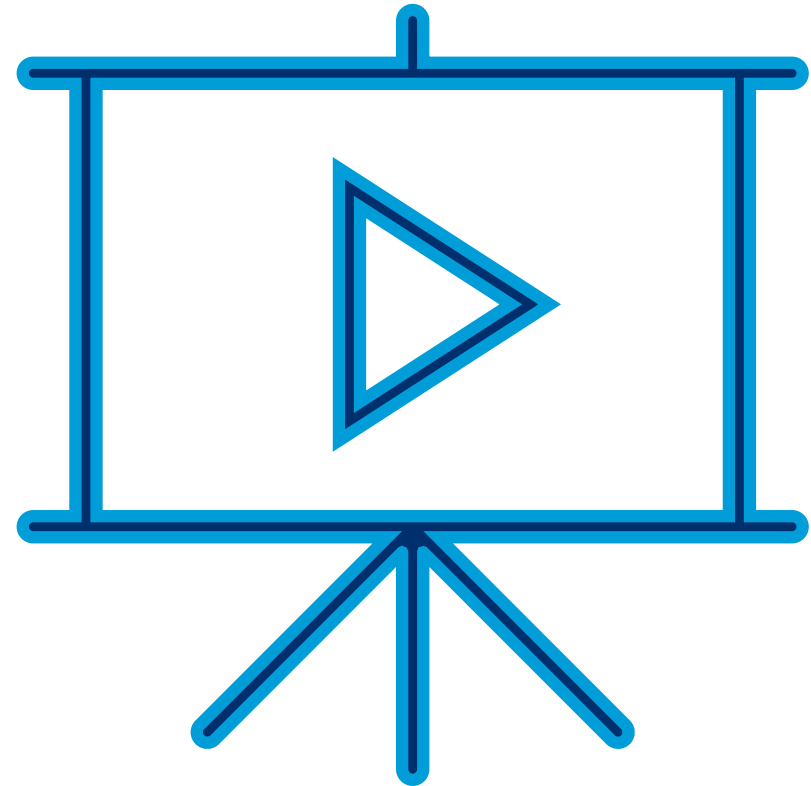
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What is a teaser video?

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 JU and project partners.



Specifications

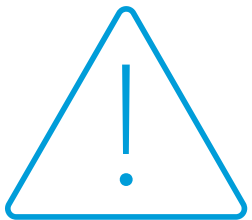
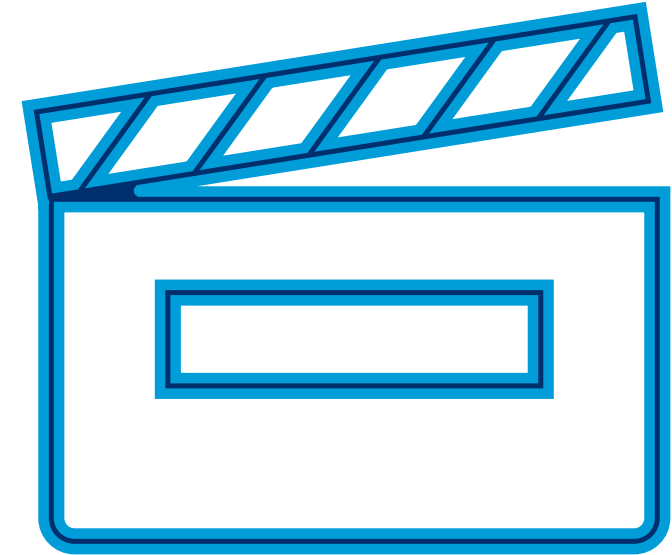
A teaser video should be **45 seconds** in length

Avoid using acronyms and technical language

Ensure that the content remains **high level**

File size **100MB** to upload on LinkedIn, X and YouTube

Use the **intro/outro** supplied by the SESAR JU on **STELLAR**



Deliver videos/animations by **19 May 2025** (for use on SESAR JU website, events and social media campaign July/August)

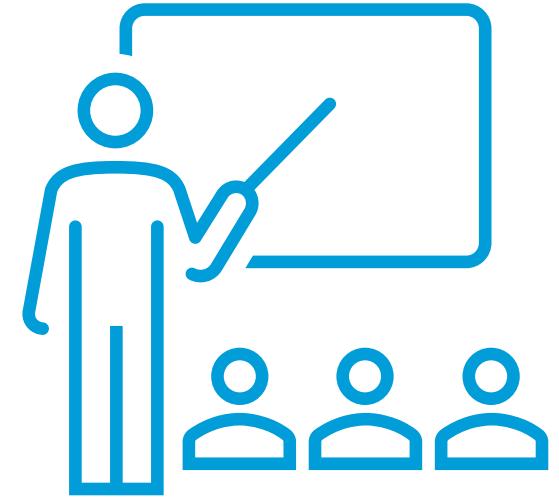
To be sent to triona.Keaveney@sesarju.eu and m.castillo.external@sesarju.eu

How to...

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 **vertically** to achieve the best results (4:5 format)
- **Stabilise** the phone by having someone film you or by using a tripod
- Choose a shooting angle at face level and at a distance (around 2m) to avoid distortion + include your shoulders in the shot + do not zoom
- **Avoid** dark spaces and backlight and try to film in **natural light** (close to or in front of a window), make use of the **AE-Lock function** to stabilise exposure, avoid shadows
- **Avoid** background noises by filming in **quiet** indoor spaces
- If possible, please avoid glasses, avoid patterned clothes (and accessories that may interfere with the sound recording, such as large earrings)
- Please send your video in **high resolution** (1080 pixels)
- **Do not modify** the video (adding logos or transitions, cutting parts, etc)
- Please **mark a break** in between questions and answer each question in less than 45 seconds



Tips

<https://wistia.com/learn/production/shooting-video-with-an-iphone>

<https://wistia.com/learn/marketing/vertical-videos>

Additional SESAR JU branding components



Streamlined visual identity for projects:

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

CORUS

EXPLORATORY
RESEARCH

DEEP BLUE

C 100% / M 85% / Y 5% / K 30%
R 0 / G 48 / B 111
#00306F

ERICA

INDUSTRIAL
RESEARCH

LIGHT BLUE

C 100% / M 0% / Y 5% / K 0%
R 0 / G 157 / B 217
#009DD9

ADCENSIO

DIGITAL SKY
DEMONSTRATORS

GREEN GRASS

C 60% / M 0% / Y 100% / K 0%
R 122 / G 181 / B 29
#7AB51D

FAST TRACK

FAST TRACK

DARK GREEN

C 80% / M 10% / Y 100% / K 0%
R 25 / G 156 / B 105
#199C69



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Examples

Explore our YouTube playlist to discover inspiration for other SESAR JU projects:

https://youtube.com/playlist?list=PLJltpHUetWvGHxVQUkR0dZmvs3t3QGqmt&si=9P-c1uaOPAm6_E9c

JARVIS



ECHO

To camera interview



STAY IN TOUCH!



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