



[wearejooka.co.uk](http://wearejooka.co.uk)

# our manifesto for unconventional video production

- Never follow your competitors. Follow your own star.
- Don't be afraid to break the mould. Disruptive, offbeat videos are the best thing on the internet.
- Be relatable. Don't be afraid to be a human, sound like a human and act like you normally would.
- Avoid stock music, stock footage and stock images if you can.
- Don't be afraid to involve your customers. They can jolt some real thinking into stymied ideas.
- Don't do a big 'overview.' Focus on meaningful stories that showcase your values.
- Time is the most important ingredient in any creative project. Allow plenty of thinking time, before, during and after.

**Let us help you tell the stories in your business.**

Let's talk...

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