

Bright 4

*Tips for
the Perfect
Case Study*

Engagement Checklist To Keep Your Audience Watching

TIP 3

Using our proven set of engagement hacks, we've put together a checklist which will guarantee you capture your audience's attention and make it impossible to forget your story.



Print this page and tick off the checklist to improve your engagement

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Visual Hook

Why: Grab attention instantly - you have less than a second!

Ask: What will stop the scroll, clever camera trick, bold movement, or unique shot?

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On-Screen Message Hook

Why: Captivate with the first message you speak or show.

Ask: Is it bold, clear, and intriguing? Does it promise value or surprise?

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Visual Variety

Why: Keep the visuals dynamic to sustain interest.

Ask: Different angles, animations, and transitions? Is it visually captivating?

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Musical Masterpiece

Why: Music sets the mood and invokes emotion.

Ask: Is the music engaging and fitting? Any sound effects for emphasis?

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Story Momentum

Why: Structure keeps it tight and pacy.

Ask: Is the story clear and progressing smoothly? Does it have setups and payoffs?

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Call to Action (if necessary)

Why: Drive viewer engagement.

Ask: Is the CTA clear and compelling? Easy to follow through?

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Authenticity

Why: Connect with real content.

Ask: Is it genuine and relatable? Does it reflect your brand's voice?

