



# VIDEO PLAYBOOK

Creating content that **INSPIRES** and **INFORMS**

**Video is a primary narrative tool and a critical element of our brand and marketing. We create visual stories that spark the imagination, showcasing how we deliver digital transformation to ambitious innovators and enterprises alike.**

# PLUGGING INTO THE BUYER'S JOURNEY

Video provides relevant information to help prospects through the buyer journey and ultimately choose to work with Rackspace.

## Awareness

Introduce viewer to Rackspace brand and establish connection. Less about product and more about brand differentiation.

## Explore

Educate around Rackspace offerings and top-line value props. Address topics like "Healthcare Digital Transformation Secrets".

## Purchase

Provide detailed and specific information on products/solutions. Focus on differentiation and benefits necessary to help customers make purchasing decisions.

## Acquire/Renew

Provide content that helps users maximize Rackspace products/services post purchase and drive IB growth.

### VIDEO TYPES

- Brand
- Thought Leadership
- Customer Stories

### VIDEO TYPES

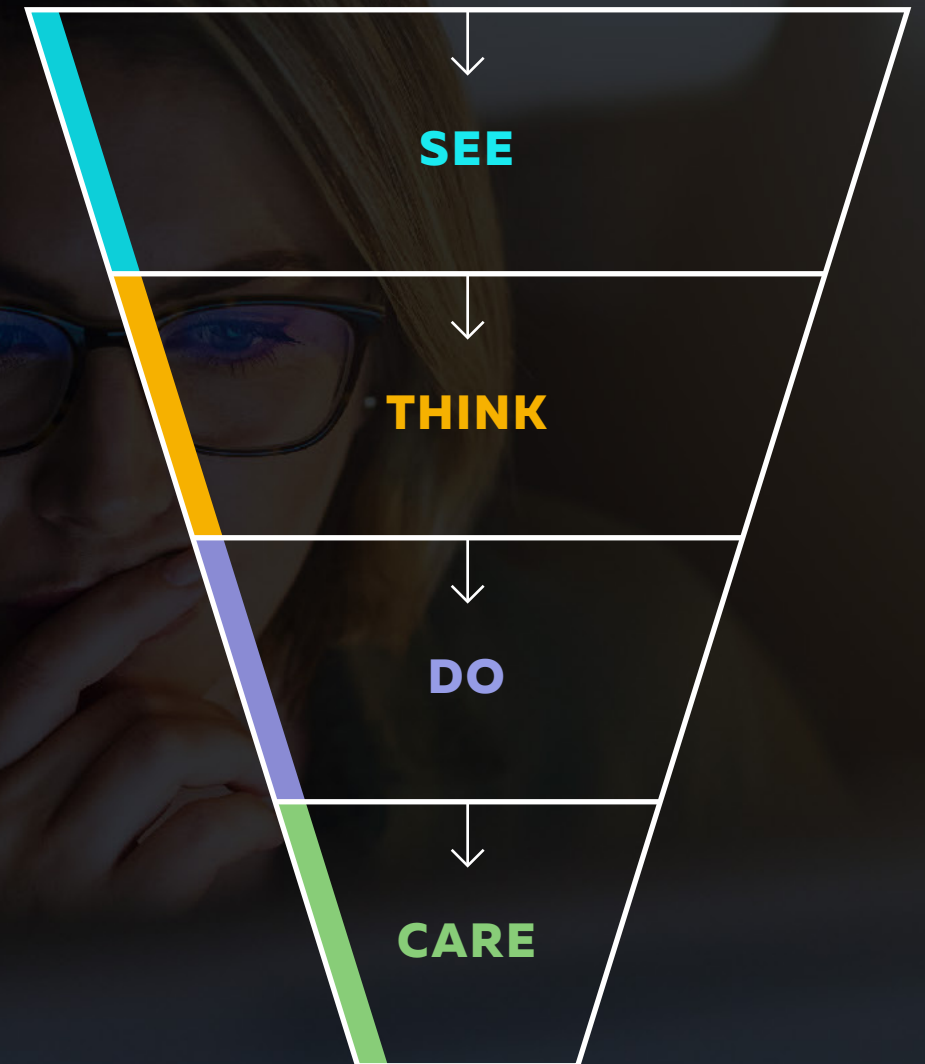
- Events
- Solutions
- Case Studies

### VIDEO TYPES

- Product Tours
- Webinars
- Topic Deep Dives

### VIDEO TYPES

- Product Walkthroughs
- Integration How-tos



# ABM CONSIDERATIONS

## Large Account Marketing:

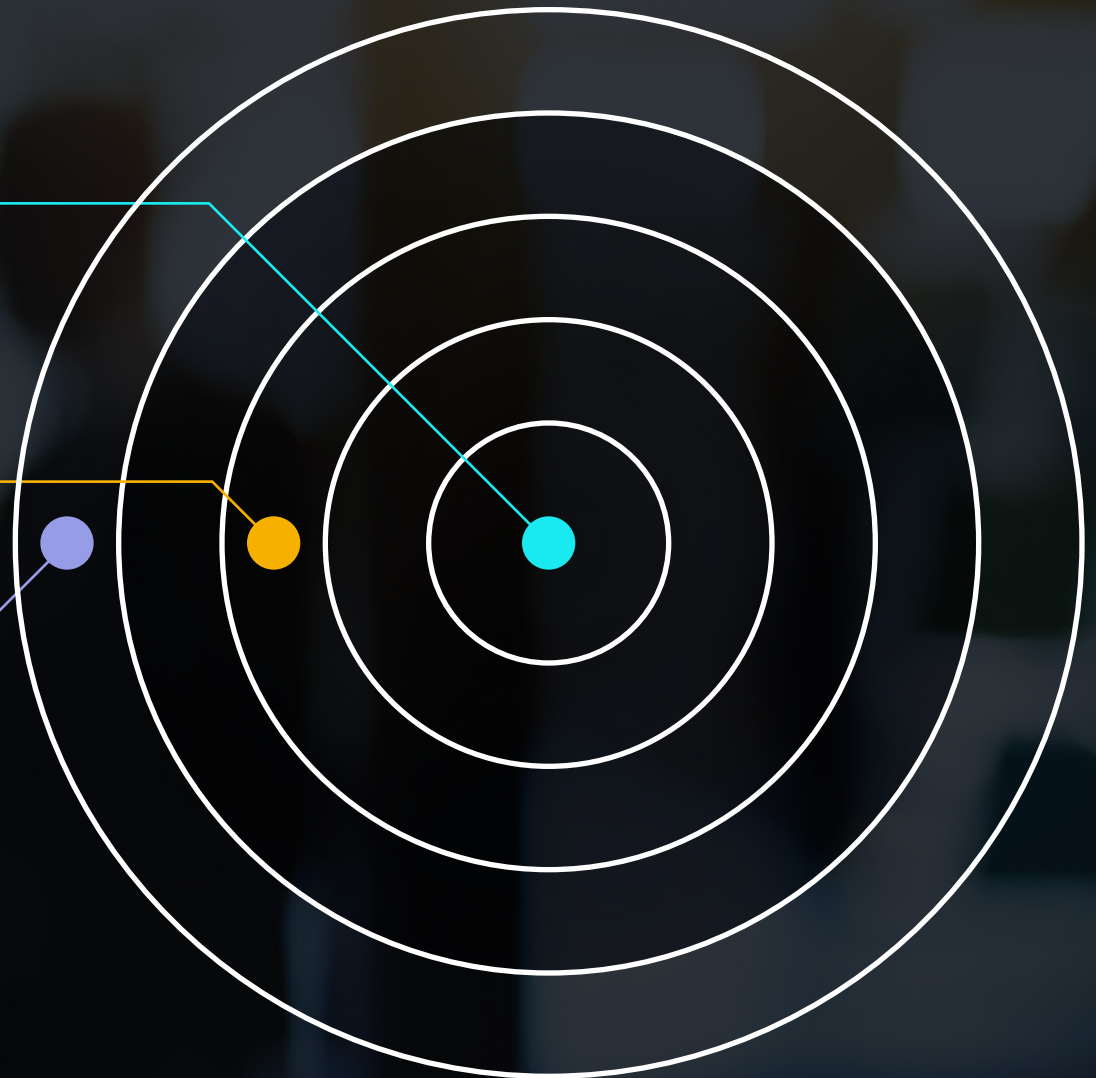
Possibility for single-use or heavily personalized video content.

## Named/Territory Account Marketing:

Videos created to address verticals, campaigns and personas.

## Small Accounts:

Videos from Named/Territory tier reconfigured or reapplied to Small Accounts needs. *Resources for net-new at this level will be very limited.*



# VIDEO TYPE: **BRAND**

## Purpose

These videos explain who we are and what we do. They showcase Rackspace in a positive light and open viewers to more content by building trust and recognition. Inspire and inform potential customers. Insight, expertise, humor and emotion are highly encouraged. No overt sales message.

**CUSTOMER JOURNEY:** Awareness

**ROLE OF PRODUCT:** Product may or may not be included in a brand piece. If included, the product should be used as a tool to support a customer achieving more.

**AUDIENCE:** General

## Format

**LENGTH:** Variable, 15 & 30 seconds for pre-rolls, no more than 90 seconds.

**SCRIPT STYLE:** Closely aligned to brand voice. Aspirational.

**PRODUCTION STYLE:** Mostly live-action. Some animation. Inspirational. Brand-elevating.

**APPROVALS:** Brand Director, CMO

## Distribution

**WHERE IT LIVES:** YouTube, Social Media, Pre-Roll, Sales Portal

**WHERE IT'S PROMOTED:** Regional Media Spend, Pre-roll, LinkedIn Elevate, Social Media, Sales Enablement, PR, Email, Events, Website



# VIDEO TYPE: **THOUGHT LEADERSHIP**

## Purpose

A look at current and future technology and trends. The collective expertise of Rackspace on display. Insight, expertise, humor and emotion are highly encouraged. Can be coproduced with partners. No overt sales message.

**CUSTOMER JOURNEY:** Awareness

**ROLE OF PRODUCT:** Product may or may not be included in a thought leadership piece. If included, the product should be used as an example of a broader concept.

**AUDIENCE:** General

## Format

**LENGTH:** Variable

**SCRIPT STYLE:** Closely aligned to brand voice. Aspirational.

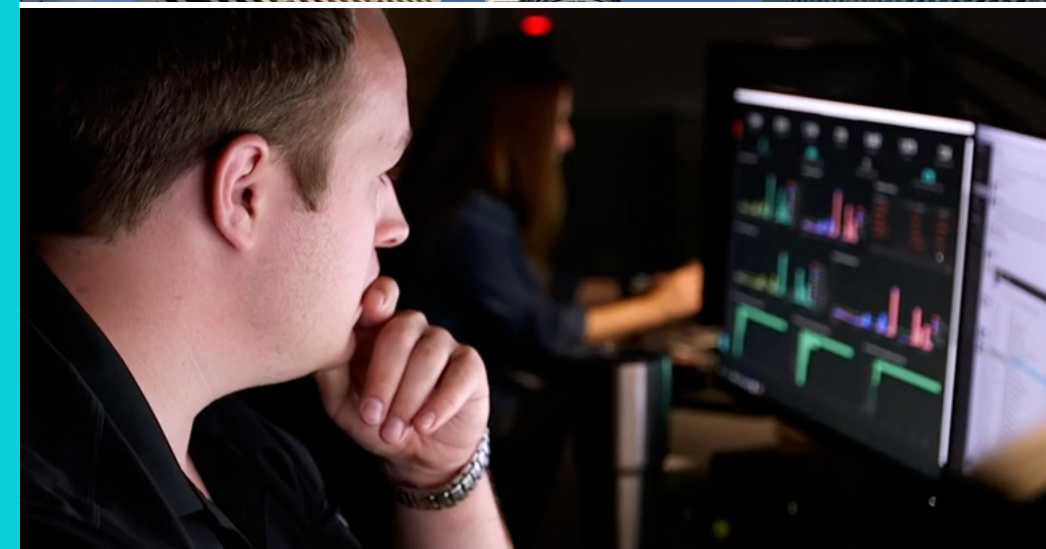
**PRODUCTION STYLE:** Mostly live-action. Some animation. Inspirational. Brand-elevating.

**APPROVALS:** Brand Director, Campaigns

## Distribution

**WHERE IT LIVES:** YouTube, Social Media, Pre-Roll, Sales Portal

**WHERE IT'S PROMOTED:** Regional Media Spend, Pre-roll, Social Media, LinkedIn Elevate, Sales Enablement, Blog



# VIDEO TYPE: CUSTOMER STORIES

## Purpose

Our best stories, focusing on how Rackspace, through our customers, is making the world a better place. Videos will tell the story of what they achieved, how they achieved it and the humans and technology behind how they made it all possible. Can be anonymous and/or scripted.

**CUSTOMER JOURNEY:** Awareness, Explore

**ROLE OF PRODUCT:** Product plays a supporting role to the overarching story (i.e. how the product or solution supports our customer's success).

**AUDIENCE:** General, but can lean heavily toward ITDMs

## Format

**LENGTH:** Less than 2 minutes, 60-90 seconds are ideal.

**SCRIPT STYLE:** Narrative style. Based on pre-interview/questionnaire.

**PRODUCTION STYLE:** Almost entirely live action.

**APPROVALS:** Brand Director, Campaigns, Customers

## Distribution

**WHERE IT LIVES:** YouTube, Social Media, Pre-roll, Sales Portal

**WHERE IT'S PROMOTED:** Regional Media Spend, Pre-roll, Social Media, LinkedIn Elevate, Sales Enablement, PR, Email, Events, Blog



# VIDEO TYPE: **EVENTS**

## Purpose

Videos will range from invitations to key learnings/offerings and highlight/wrap-up videos. Mainly used to invite potential customers to engage with us at various events that we are involved in.

**CUSTOMER JOURNEY:** Explore

**ROLE OF PRODUCT:** Product is context for these videos. The events will likely be technology-specific so the products surrounding that technology will be our vehicle here.

**AUDIENCE:** General, but can lean heavily toward ITDMs

## Format

**LENGTH:** Varies, should be short and high-energy, 90 seconds max.

**SCRIPT STYLE:** Off-the-cuff. Personable.

**PRODUCTION STYLE:** Live action, highlight reel, direct to camera.

**APPROVALS:** Events, Product Marketing

## Distribution

**WHERE IT LIVES:** YouTube, Social Media, Sales Portal

**WHERE IT'S PROMOTED:** Regional Media Spend, LinkedIn Elevate, Social Media, Sales Enablement, Email Event Invitations, Blog





# VIDEO TYPE: SOLUTIONS

## Purpose

Targeted videos connecting Rackspace products to specific pain-points and concerns. These videos show how Rackspace will solve a specific problem for prospects. Should showcase SMEs and expertise in a specific technology.

**CUSTOMER JOURNEY:** Explore

**ROLE OF PRODUCT:** Product presented in context of a solution. Possibly a prospect's first look at what it is we really do. Brevity and clarity are key here - not deep technical knowledge.

**AUDIENCE:** IT Pros and ITDMs

## Format

**LENGTH:** 30, 60 or 90 seconds typically.

**SCRIPT STYLE:** Informative. Straightforward. Can be quirky/fun.

**PRODUCTION STYLE:** Mix of motion graphics and live-action.

**APPROVALS:** Campaigns, Product Marketing, Partners

## Distribution

**WHERE IT LIVES:** YouTube, Social Media, Sales Portal

**WHERE IT'S PROMOTED:** Regional Media Spend, Social Media, Sales Enablement, Email, Website Product Pages



# VIDEO TYPE: **CASE STUDIES**

## Purpose

A technology focused look into how Rackspace partnered with a customer and how it lead to measurable success. It's the story of what our customers achieved, how they achieved it and the humans and technology it. Can include the Rackspace team's perspective.

**CUSTOMER JOURNEY:** Explore, Purchase

**ROLE OF PRODUCT:** Product/solutions plays a key role in these stories. This is a story all about how a Rackspace solution freed up our customers to focus on accelerating their core business.

**AUDIENCE:** General, but can lean heavily toward ITDMs

## Format

**LENGTH:** 90 seconds to 3.5 minutes. Just the facts, less fluff.

**SCRIPT STYLE:** Narrative style. Based on pre-interview/questionnaire.

**PRODUCTION STYLE:** Almost entirely live action.

**APPROVALS:** Brand Director, Campaigns, Customers

## Distribution

**WHERE IT LIVES:** YouTube, Social Media, Sales Portal

**WHERE IT'S PROMOTED:** Regional Media Spend, LinkedIn Elevate, Social Media, Sales Enablement



**Jeremy Jackson**  
Director of Engineering  
YouCaring

# VIDEO TYPE: **PRODUCT TOURS**

## Purpose

High level overviews of Rackspace product offerings and integrated solutions. Videos will explore a specific product or line of products, presenting the basic value prop and why Rackspace is the right choice for our customer's needs.

**CUSTOMER JOURNEY:** Purchase

**ROLE OF PRODUCT:** Product and expertise reign in these videos. Products are shown to be the right answer for our prospects, coupled with Rackspace expertise.

**AUDIENCE:** IT Pros

## Format

**LENGTH:** Varies. Can be longer if the technology needs it.

**SCRIPT STYLE:** Informative. Straightforward.

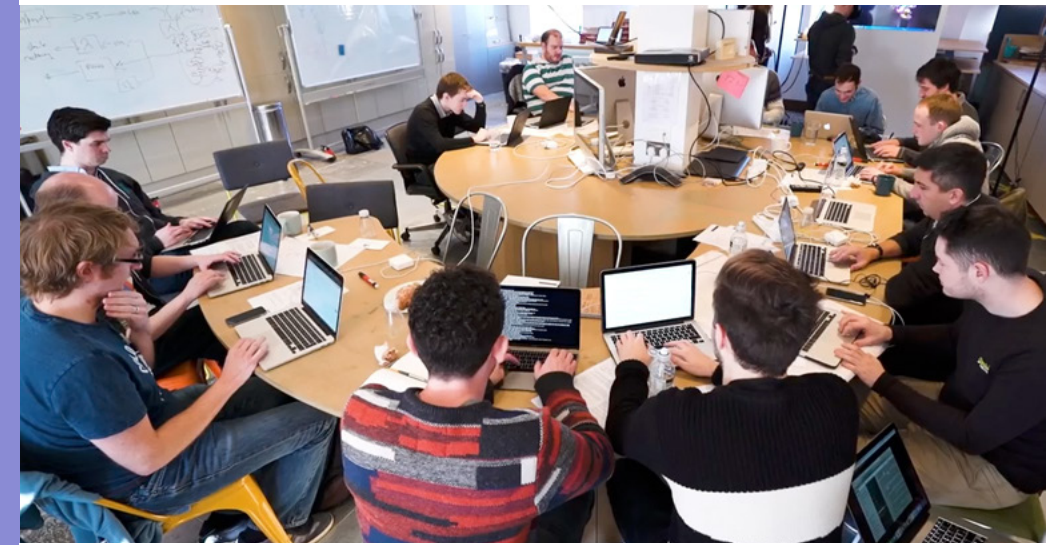
**PRODUCTION STYLE:** Mostly live-action. Some supporting motion graphics.

**APPROVALS:** Product Marketing, Partners

## Distribution

**WHERE IT LIVES:** YouTube, Social Media, Sales Portal

**WHERE IT'S PROMOTED:** Regional Media Spend, Social Media, Sales Enablement, Email, Website Product Pages



# VIDEO TYPE: WEBINARS

## Purpose

Long-form video events that provide strong technical content with the possibility of interaction. Webinars provide a look at how Rackspace meets technological challenges head on and gives a look into some of the tech personalities here. Should end with Q&A.

**CUSTOMER JOURNEY:** Purchase

**ROLE OF PRODUCT:** Product is presented as the answer to specific technical challenges and as proof points to how solutions are derived.

**AUDIENCE:** IT Pros

## Format

**LENGTH:** Long. 30 minutes to an hour.

**SCRIPT STYLE:** Informative. Straightforward. Relaxed and personable.

**PRODUCTION STYLE:** Live-action. Live if possible with presentation support.

**APPROVALS:** SMEs, Product Marketing, Partners

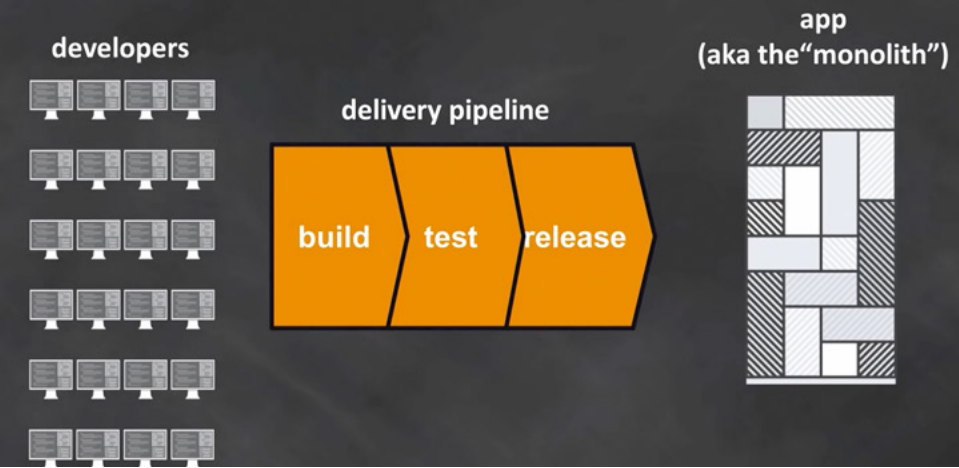
## Distribution

**WHERE IT LIVES:** YouTube, Social Media, Sales Portal

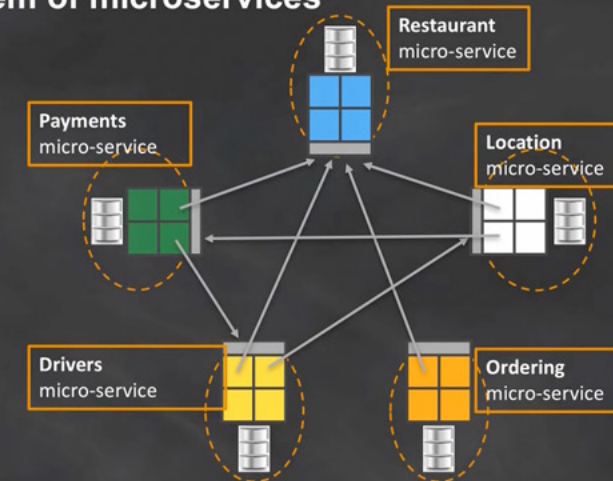
**WHERE IT'S PROMOTED:** Regional Media Spend, Social Media, Sales Enablement



## Monolith development lifecycle



## Ecosystem of microservices



# VIDEO TYPE: TOPIC DEEP DIVES

## Purpose

Long-form video events that provide strong technical insight into a specific topic. A deeper version of thought leadership. Deep Dives allow us to not only show that we are innovative and forward thinking, but that we are keeping up on changes and concerns within the tech community.

**CUSTOMER JOURNEY:** Purchase

**ROLE OF PRODUCT:** Expertise and innovation are the real highlights of deep dives. When product is mentioned is provided as context or supporting evidence.

**AUDIENCE:** IT Pros

## Format

**LENGTH:** Long. 30 minutes to an hour.

**SCRIPT STYLE:** Informative. Straightforward. Relaxed and personable.

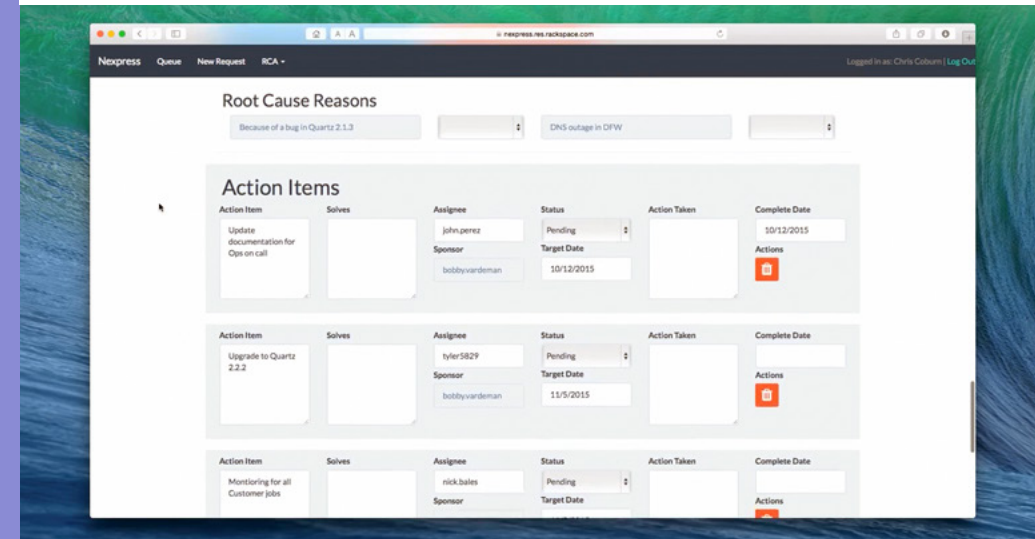
**PRODUCTION STYLE:** Live-action. Live if possible with presentation support.

**APPROVALS:** SMEs, Product Marketing, Partners

## Distribution

**WHERE IT LIVES:** YouTube, Social Media, Pre-Roll, Sales Portal

**WHERE IT'S PROMOTED:** Regional Media Spend, Social Media, Sales Enablement



# VIDEO TYPE: INTEGRATION HOW-TO

## Purpose

Show how we avoid vendor lock-in and how we play nice with leading technologies world-wide. These videos focus on how we merge multiple technologies and our Racker expertise with a customer/prospects systems and teams.

**CUSTOMER JOURNEY:** Purchase, Acquire/Renew

**ROLE OF PRODUCT:** Product is presented as part of the overall solution. Our customers will be able to do so many amazing things because our products play nice.

**AUDIENCE:** IT Pros, ITDMs

## Format

**LENGTH:** 3-5 minutes. Longer if needed. Keep it under 8.

**SCRIPT STYLE:** Informative. Straightforward. Relaxed and personable.

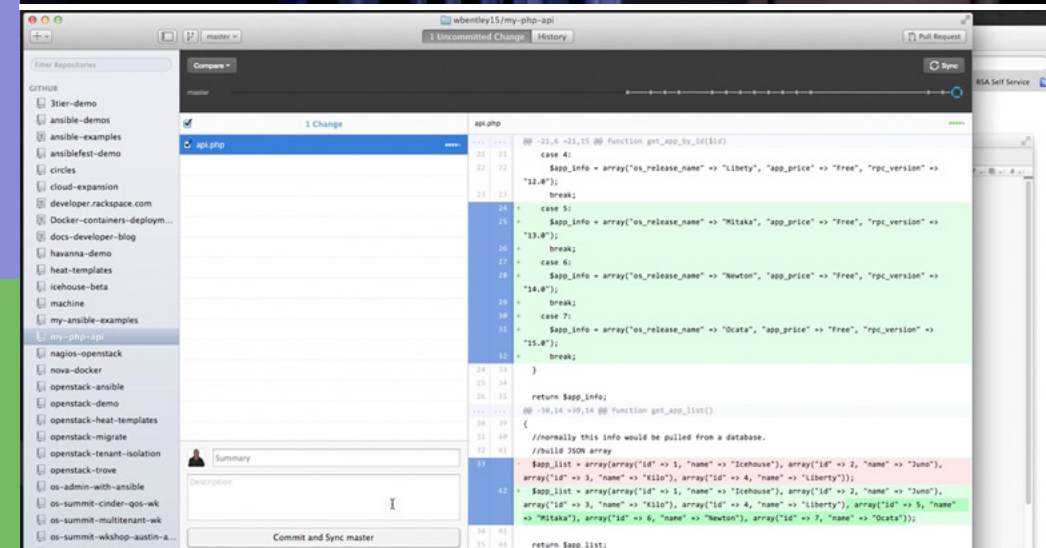
**PRODUCTION STYLE:** Live-action, motion graphics as needed.

**APPROVALS:** SMEs, Product Marketing, Partners

## Distribution

**WHERE IT LIVES:** YouTube, Sales Portal

**WHERE IT'S PROMOTED:** Regional Media Spend, Sales Enablement, Email, Website Product Pages



# VIDEO TYPE: PRODUCT WALK-THROUGHS

## Purpose

Our experts making the most of Rackspace solutions. Organized and regularly scheduled to keep IB up-to date. Walk-throughs show IB how to get the most of their existing products or how new products interface with their existing solutions.

**CUSTOMER JOURNEY:** Acquire/Renew

**ROLE OF PRODUCT:** Product, product, product. That's all this video is about. Our products and solutions are shown step-by-step so our IB gets the most bang for their buck.

**AUDIENCE:** IT Pros

## Format

**LENGTH:** Medium Long - typically 8+ minutes. Keep it under 30.

**SCRIPT STYLE:** Informative. Straightforward. Relaxed and personable.

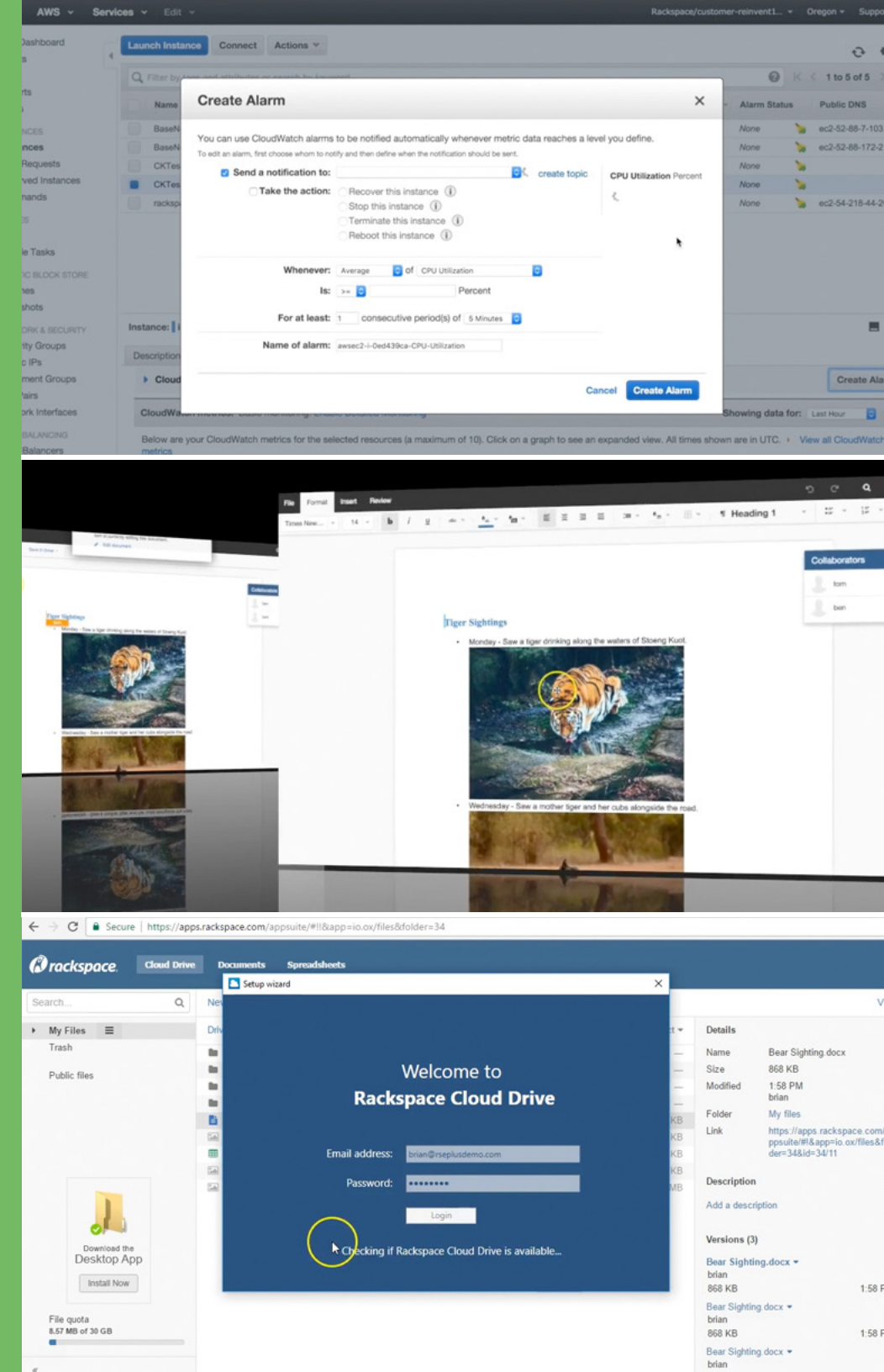
**PRODUCTION STYLE:** Limited live-action, lots of screen capture.

**APPROVALS:** SMEs, Product Marketing, Partners

## Distribution

**WHERE IT LIVES:** YouTube, Sales Portal

**WHERE IT'S PROMOTED:** Regional Media Spend, Sales Enablement, Events, Website Product Pages



# VIDEO TYPE: SUPPORT & HOW-TO

## Purpose

How-tos, FAQs, "simple tips" - could be serialized and regularly released. Our legendary support in video form, for all the things you can actually do for yourself. Helpful and ready for any eventuality.

**CUSTOMER JOURNEY:** Acquire/Renew

**ROLE OF PRODUCT:** These pieces address specific issues that our IB may have with our products. Without products, these videos don't exist.

**AUDIENCE:** IT Pros

## Format

**LENGTH:** Varies depending on topics.

**SCRIPT STYLE:** Informative. Straightforward. Relaxed and personable.

**PRODUCTION STYLE:** Limited live-action, lots of screen capture.

**APPROVALS:** SMEs, Product Marketing, Partners

## Distribution

**WHERE IT LIVES:** YouTube, Sales Portal

**WHERE IT'S PROMOTED:** Regional Media Spend, Sales Enablement, Support Pages



## What we've covered:

- Adding Single Mailboxes
- Adding Mailboxes in Bulk
- Renaming Mailboxes
- Deleting / Restoring



### Hosting Records

Subdomain	Record Type	Address
@ (no subdomain)	A (IPv4 Address)	207.97.200.47
www	A (IPv4 Address)	207.97.200.47
* (anything)	A (IPv4 Address)	
autodiscover	CNAME	autodiscover.emailsrvr.com.
@	TXT	v=spf1 i

Add Additional Record

### Mail Records (MX)

Subdomain	Record Type	Pref	Mail Ser
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1 [ 0.0%] 11 [|||||100.0%] 21 [|||||100.0%] 31 [|||||100.0%]
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Mem[|] Server Details 1.120/1280 Tasks: 50, 15 thr; 19 running
Swp[ ] OK/OK Load average: 2.70 0.59 0.23
Uptime: 03:02:20

PID USER PRI NI VIRT RES SHR S CPUX MEM% TIME+ Command
38897 root 20 0 7264 92 0 R 100.0 0.0 0:09.50 stress -cpu 18
38900 root 20 0 7264 92 0 R 100.0 0.0 0:09.51 stress -cpu 18
38894 root 20 0 7264 92 0 R 100.0 0.0 0:09.49 stress -cpu 18
38904 root 20 0 7264 92 0 R 100.0 0.0 0:09.52 stress -cpu 18
38898 root 20 0 7264 196 104 R 100.0 0.0 0:09.50 stress -cpu 18
38901 root 20 0 7264 92 0 R 100.0 0.0 0:09.51 stress -cpu 18
38895 root 20 0 7264 92 0 R 100.0 0.0 0:09.49 stress -cpu 18
38899 root 20 0 7264 196 104 R 100.0 0.0 0:09.49 stress -cpu 18
38905 root 20 0 7264 92 0 R 100.0 0.0 0:09.52 stress -cpu 18
38902 root 20 0 7264 92 0 R 100.0 0.0 0:09.51 stress -cpu 18
38893 root 20 0 7264 92 0 R 99.5 0.0 0:09.48 stress -cpu 18
38896 root 20 0 7264 92 0 R 99.5 0.0 0:09.49 stress -cpu 18
38903 root 20 0 7264 92 0 R 99.5 0.0 0:09.51 stress -cpu 18
38906 root 20 0 7264 92 0 R 99.5 0.0 0:09.52 stress -cpu 18
38907 root 20 0 7264 92 0 R 99.5 0.0 0:09.52 stress -cpu 18
```



# VISUAL GUIDELINES

## Live Action Video

- Contrast lighting on the face
  - Not flat or overly soft/even
  - Strong side key with soft fall-off to negative/low level fill
- Intentionally lit backgrounds with depth
- Image should be high contrast with natural to slightly oversaturated color or B&W, no muted, low contrast footage
- Increase energy/pacing through thoughtful cuts and moves
- Motion, motion, motion on B-roll

## Logo/Voice/Color/Typography

For complete brand guidance on logo, voice, typography and color, please refer to the Brand Guidelines.

## Still Photography

Adding photos to a video shoot will increase production efficiency. This optimization ultimately reduces costly separate shoots and creates supporting imagery that complements the video. It ensures a consistent look and feel across all channels and mediums.

To achieve quality results, make sure enough time is allotted for photography stills and any necessary re-lighting.

## Diversity and Globalization

Video and photography should be shot in a way that is mindful of our global audience and retains relevance with multiple audiences and locations.



# CREATIVE BRIEF

To ensure consistency and quality, each video project begins with submitting an idea through Kapost and filling out a standard video creative brief.

Our video strategy challenges us to think about the kinds of videos we create, the need these videos serve and where these videos ultimately reside.

By thoughtfully following this process, it provides an informed roadmap to completion, enabling timely, effective and outstanding work.

You can find our current Rackspace Video Creative Brief [here](#). For Assistance filling out a creative brief, contact a creative services project manager.

# PARTNER CONSIDERATIONS

Rackspace partners with multiple technology providers who will very often co-fund our marketing efforts through Marketing Development Funds (MDF). Each partner will have unique their own specific brand and creative requirements for productions utilizing MDF. Logo placement, graphic or set colors, and specific dialog may all be part of the requirements depending on the production and partner.

All MDF requirements should known prior to beginning production and should be listed in the brief. Please consult with your Rackspace Alliance representative for specific requirements or questions.

Projects utilizing MDF will require approval by the Rackspace Partner(s) involved. Please know the correct lines of approval and allow time for this during the production process.





[VISIT OUR BRAND PAGE ON INSIDERACK](#)