



## CitNOW Video Awards 2018

### JULY 2018 | BAFTA Academy, London

The CitNOW Video Awards aim to recognise companies and professionals who have embraced the use of video technology and make the most of the opportunities and benefits it offers, as well as showcasing best practice.

#### What we are looking for

Below are some tips to show you what a winning video should include. FAQs can be found at [www.citnowawards.com](http://www.citnowawards.com) or you can email any questions you have to [awards@citnow.com](mailto:awards@citnow.com).

#### Best CitNOW Workshop Video

1. Your introduction should include your name and the customer's name.
2. Start and finish the video with the registration number.
3. Use the phrase 'identified' during your opening conversation.
4. Use Personal Protective Equipment e.g. Gloves.
5. Use gauges for any measurements shown (tyre tread depth, brake discs).
6. Avoid jargon (ABS, camber etc) – Use a straightforward explanation that customers will find easy to understand.
7. Report to the customer the condition of the front set of tyres and brakes. Moving underneath the car as a condition report is given on the exhaust, brake pipes and fuel lines. Finish by reporting to the customer the condition of the rear tyres and brakes.
8. Remember to mention that the legal limit of tyres in the UK is 1.6mm.
7. Keep visual contact with the car from start to finish, ensuring smooth camera movement throughout.
8. The technician's ability to sell the work and demonstrate clearly that they are the voice of authority by using terms like 'I recommend that you have this changed TODAY'.
9. Thank the customer for using (Dealer Name) and explain the next steps (a service advisor will be in touch with you shortly).

#### Best CitNOW Sales Video

1. The introduction should include an opening shot of yourself, stating the customer's name, your name and the name of the dealership.
2. The dealership branding should be visible in the background and, if appropriate, the vehicle in question.
3. Keep visual contact with the car from start to finish.
4. Use the customer's personal information during the presentation.
5. Start in front of the vehicle off-centre and move in a star formation anti-clockwise around the vehicle moving in to show the alloy wheels, boot space and interior, ending back at the front of the vehicle again.
6. Leave plenty of space around the vehicle for moving in and out as required.
7. Use props (e.g. suitcase, golf clubs) to demonstrate the boot space.
8. No jargon (ABS, hybrid, etc). Use a straightforward explanation that customers will find easy to understand.
9. Once inside car, close the door, show the mileage display, along with key features specific to the customer's enquiry/needs.
10. To close turn the camera back to you with the car in the background. Thank the customer for using (Dealer Name) and explain the next steps (I will be in touch with you shortly).

Enter by 7<sup>th</sup>  
May 2018

Enter the CitNOW Awards today: [www.citnowawards.com](http://www.citnowawards.com)

### **Most Creative Use of CitNOW Video**

1. Use the customer's personal information during the presentation.
2. An effort has been made by the video taker(s) involved to innovate and go above and beyond the standard video formula. (e.g. tour of the dealership, seasonal offer/promotion, upcoming event, use of props/costumes).
3. A lot of time and effort has been invested by the dealership in order to produce the final video.
4. The purpose of the video aims to create an emotional response from the customer.
5. The customer is likely to remember their personal video years from now.
6. The customer is likely to view the video more than once.
7. The customer is likely to share the video with friends and family.

### **Best Oversees CitNOW Video**

#### **Sales Video**

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### Workshop Video

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8. Remember to mention that the legal limit of tyres in the UK is 1.6mm.
9. Keep visual contact with the car from start to finish, ensuring smooth camera movement throughout.
10. The technician's ability to sell the work and demonstrate clearly that they are the voice of authority by using terms like 'I recommend that you have this changed TODAY'.
11. Thank the customer for using (Dealer Name) and explain the next steps (a service advisor will be in touch with you shortly).
12. Keep visual contact with the car from start to finish, ensuring smooth camera movement throughout.
13. The technician's ability to sell the work and demonstrate clearly that they are the voice of authority by using terms like 'I recommend that you have this changed TODAY'.
14. Thank the customer for using (Dealer Name) and explain the next steps (a service advisor will be in touch with you shortly).

### Terms and Conditions

- The closing date to submit your awards entries is 7<sup>th</sup> of May 2018.
- You can enter more than one video in the same category.
- Entries must have been filmed between 9<sup>th</sup> May 2017 and 7<sup>th</sup> May 2018
- Submissions will be accepted from any employee at any dealership that uses video
- Technology powered by CitNOW.
- CitNOW may need to edit your video to remove any customer identifiable information such as registrations.
- By submitting you give permission for the videos and your company name to be used up to, during and after the awards ceremony by CitNOW for promotional and/or training purposes.

### Contact CitNOW

If you require further information about this event please visit [www.citnowawards.com](http://www.citnowawards.com) or email [awards@citnow.com](mailto:awards@citnow.com). Alternatively, you can contact your CitNOW account manager directly.

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May 2018

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