# FILMING FOR ALPHA MART

Thank you for making something with us. This page is everything you need before you start. It takes two minutes to read and it saves a reshoot.

## BEFORE YOU FILM

- **Send a photo of the products you plan to show** and wait for a reply. If we do not stock it, a viewer comes in asking for it and walks out with nothing. That is worse than no video.
- **Ask about allergies in writing.** Many Indonesian snacks contain peanuts. Use the allergy sheet in this pack, for everyone who will eat on camera.
- **Anyone under 18 needs a parent's written permission before filming**, not after. The form is in this pack. If you cannot reach the parent, do not film the child.

## WHILE YOU FILM

- **Hold the front of the packet on camera.** That frame is what people screenshot, and it is the whole commercial point of the shot.
- **Say "Alpha Mart, Padstow" out loud once.** Nobody types a handle from a video. They search.
- **Never say or show a price.** The video outlives the price and an old one is an argument at the counter.
- If opening days come up, say **closed Tuesdays**. Never claim a number of days open.
- Shoot in daylight near the door, not under the fluorescent lights.
- Hands in the picture. A hand holding a packet beats the packet alone.

## EDITING

- **The supplied end card goes on the end of every cut**, held its full three seconds. Drag the MP4 onto the timeline. Do not rebuild it or put anything over it.
- **Burn in captions.** Most people watch with the sound off.
- Keep anything that must be read inside the safe area. The guide PNG is in the video kit.
- **No commercial music without a licence** covering the platform and Australia. A copyright claim takes the whole video down and the sponsorship with it.
- No filters on Alpha Mart photographs. No AI-generated or AI-altered imagery, anywhere.

## HANDING IT OVER

- Send the cut for approval **before** it is published, with the end card already on it.
- Send a few stills as well. Photographs of people holding the packets are worth more to us than the video.
- Keep the raw footage until we confirm it is live.
- Where the video exists because of a sponsorship, say so plainly — spoken, in the caption, or both. Australian advertising rules require it and it costs nothing to say "our sponsor".

> **Anything not covered here needs asking first.** A reply takes under a day, and it is always faster than reshooting. The full standards are at **alphamart.au/brand**.