

Your 2026 Product Video Production Checklist

An 'easy to follow' 3 Stage guide!



by impress

impressvideo.co.uk

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TV & Film | Adverts | Brands

Use this checklist to stay organised throughout each phase of your product video production process, from concept to conversion.

Stage 1

Pre Production

- ☐ **1. Define the Business Objective**
Clarify what the video must achieve:
product awareness, conversions, feature
education, or sales.
- ☐ **2. Identify the Target Audience**
Who is the viewer?
What do they care about, and what
problem are they trying to solve?

- ☐ **3. Define the Core Message**
Reduce everything to one key takeaway.
What should viewers remember after
watching?
- ☐ **4. Define the Call-to-Action**
What should the viewer do next?
Buy now, book a demo, visit a page, or
learn more.

Stage 1

Pre Production – Continue

☐ 5. Select Video Type & Format

Select the most effective format:

- Product demo
- Feature highlight
- Launch/teaser
- Testimonial-led
- Comparison video

☐ 6. Set the Video Length

Align duration with use case:

- 15–60s → social & ads
- 60–180s → product demos
- 2–4 mins → SaaS walkthroughs

☐ 7. Set the Budget

Define realistic spend based on:

- Complexity
- Locations
- Talent
- Production quality

☐ 8. Establish Timeline

Work backwards from the launch date.

Allow time for filming, editing, and revisions.

Stage 1

Pre Production – Continue

☐ 9. Define Deliverables

List all outputs:

- Main video
- Cut-downs
- Social formats
- Platform-specific versions

☐ 10. Create the Creative Brief

Align all stakeholders on:

- Objective
- Message
- Tone
- Brand guidelines

☐ 11. Scriptwriting

Write for clarity and simplicity.

Focus on:

- Problem → solution → result
- Clear product demonstration

| Stage 1

Pre Production – Continue

☐ 12. Storyboarding

Map each scene step-by-step:

- Product shots
- Angles
- Messaging flow

☐ 13. Plan Product Demonstration

Decide:

- How the product will be shown
- Real-life use cases
- Key features to highlight

☐ 14. Location, Talent & Styling

Confirm:

- Filming location (studio or real environment)
- On-screen talent (if needed)
- Props, branding, colours

| Stage 2

Production

- ☐ **15. Filming**
Capture all planned shots:
 - Wide, mid, close-ups
 - Product in use
 - Feature highlights
- ☐ **16. Lighting**
Ensure the product looks premium:
 - Clean, well-lit visuals
 - No harsh shadows
- ☐ **17. Audio Capture**
Record clean sound, like Voice-overs, Dialogue, Product sounds (if relevant)
- ☐ **18. Directing**
Guide performance and flow:
 - Keep messaging clear
 - Ensure natural product use
- ☐ **19. Capture Extra Footage**
Film additional variations for Social clips, Future campaigns and Flexibility in editing

| Stage 3

Post Production



20. Editing

Craft a clear, engaging story:

- Fast pacing
- Logical structure
- Focus on benefits



21. Motion Graphics & Callouts

Add:

- Feature highlights
- Text overlays
- Branded elements



22. Music & Sound Design

Enhance emotion and engagement:

- Background music
- Sound effects



23. Colour Grading

Ensure visual consistency:

- Clean, polished look
- On-brand colour tones

| Stage 3

Post Production – Continue

☐ 24. Optimisation for Platforms

Export formats for:

- Website
- Social media
- E-commerce
- Ads

☐ 25. Final Delivery

Provide all required versions:

- Correct formats
- Aspect ratios
- File sizes

☐ 26. Measure Performance

Track success using:

- Watch time
- Engagement
- Clicks
- Conversions

☐ 27. Repurpose Content

Turn one shoot into multiple assets:

- Short clips
- Ads
- Social content

| Final Tip

A successful product video is not just well-made; it is **strategically planned, clearly communicated, and built to convert.**

I hope this helped!

**ready to bring your vision to
life?**

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