



Video Criteria	Outstanding	Proficient	Incomplete	Score
Intro	<p>Video Introduction Sets up for what the Video is about. Stating Who you are, and your Relation To FeatherNett Outdoors. Clear Overview of what the video is about.</p> <p>Points: 10</p>	<p>Video Introduction is clear, but no set-up or overview for what the video is about.</p> <p>Points: 5</p>	<p>Video is Missing a Coherent Introduction. No set-up for what the video is about.</p> <p>Points: 0</p>	/10
Product Overview	<p>Overview Explaining the Key points of Product, how it benefits the Hunter, and Why they should watch the video.</p> <p>Points: 10</p>	<p>Product Overview is clear, but lacks usage of product and benefits for the hunters</p> <p>Points: 5</p>	<p>No overview of Product, or benefits stated for the hunters.</p> <p>Points: 0</p>	/10
Product Use	<p>Clear Explanation of how the product is used, and shows in field usage of product! Shares Real World experience of Products in action!</p> <p>Points: 10</p>	<p>Clear Explanation of how the product is used, but no real world examples, or in action usage of product</p> <p>Points: 5</p>	<p>No Explanation or evidence of usage in real world experiences</p> <p>Points: 0</p>	/10
Product Pros/Cons	<p>Real World experiences/Examples that support the benefits of the Products. And Real World Evidence/ Experience with testing that shows why the product is a “Con”</p> <p>Points: 10</p>	<p>Pros and Cons of Product listed, but no testing/real world experiences to support claims.</p> <p>Points: 5</p>	<p>No Pros or Cons Listed in the video to give Hunter a better understanding of product advantages or disadvantages.</p> <p>Points: 0</p>	/10
Outro	<p>Closing Statement of Where they Can Find the Product “In description Below.”</p> <p>Overview on Final Thoughts of Product, and why you do or don’t support the product!</p> <p>Points: 10</p>	<p>Closing Statement of where they can find product, but no call to action, or final thoughts on product!</p> <p>Points: 5</p>	<p>No closing Statement, or call to action of where they can find the product!</p> <p>Points: 0</p>	/10
Total Score:				/50

Gear Review Video Outline:

- ★ Intro
- ★ Product Overview
- ★ Product Use
- ★ Product Pros/Cons
- ★ Outro

Notes:

- Original Audio, with good quality (Limit Background Noise)
- No Music in videos being submitted
- Add in B-Roll Shots of Using Product! (Slow Panning over product) (Action Shots of Using Product)
- Stable Camera framing! Use a Steady tripod, mount, or camera arm!

***Display:**

- Education
- Entertainment
- Sportsmanship
- FeatherNett Outdoors Representation
- Ethical Hunting
- Safety
- State/Federal Conservation Laws
- Exemplary Product Knowledge, and Use of Product

- ★ We Do Encourage that you do Reviews on companies that we do Partner with, but your product/gear review can be for any product that is found easily on Amazon or any other Trusted Product Dealers! Only Review Products that you have Used, and trust for yourself out in the Field!
- ★ Use Constructive Criticism when reviewing all products. Don't Bash any products or companies. Share your honest thoughts, and how it could be improved.