



Tips on how to create a Doritos® Virality-worthy video!

Whether you are a one-man/one-woman show or have a team of juggernauts at your disposal, there are a few things everyone should consider when producing a video.

- **Keep your eye on the prize:** Make sure your video has an overall message that is clear to your audience.
- **Map it out:** Write a script or draw out story boards before you start filming to help bring clarity and focus to your video.
- **Scout it out:** Seek out the perfect location to film your scenes. Pay attention to nearby noise and available natural light!
- **Roll with a crew:** Enlist a “star-studded” cast and expert crew to help make your masterpiece ... And yes, friends and family count as experts too!
- **Get the gear:** The video function on your phone is awesome, or simply get a hold of a Flip cam, or built –in camera found on most laptops, etc...
- **The final cut:** Upload your footage and use simple film editing software to add a little magic to your video. There are tons of tools that you can use on the www.doritosvirality.ca website, so let your creative side shine!
- **Getting noticed:** Once your video is perfected, submit to the contest website. Once you receive confirmation that it has been uploaded to doritosvirality.ca, start sharing it with others online - everywhere!
- **Best of luck!!!**

For more information, to view submissions, and full contest rules, please visit www.doritosvirality.ca.

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