



Vendor Videos

Please answer the questions below (in English). Fill in below. We have given an example for Q1 and Q2. Just move the mouse over the question (don't click mouse) and a comment box would pop up to show the example.

1. What inspired you to make this/these product/s?

2. Please tell us about the properties (ingredients, materials, eg natural, organic, vegan) being used in making the product/s. Does it help your product/s stand out compared to similar product/s being sold locally?

3. What are you most proud about your product/s?

4. How did you come up with the name for your product/s?

5. What are your ambitions for your company and product/s?

6. Do your family and friends use your product/s?

7. Please come up with a video in Malay language (1 to 2 minutes max) on your product/s.



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The Video Content & What To Say

1. If your product can be made into something fancy (E.g paste or spice), if possible cook a dish with the spice or paste and display it. Do a taste test and give your review on the taste.
2. Speak enthusiastically and lively about your product/s.
3. NO negative comments on your products.
4. For health products, please don't make medical claims. (Eg. Don't say like your product cures cancer or severe sickness or diseases. Say words like it may help to fight or control the sickness or disease).
5. Tell some benefits or tips about your product/s that might interest the audience and enhance the sale.
6. Promote by saying Malaysian made products and how proud you are of it.
7. Don't read from paper and sound robotic. Its OK to make mistakes during recording and you can edit it out.
8. You can joke and laugh but don't go overboard.
9. Make your video lively and entertaining.
10. No abusive signs, words or languages.
11. Smile and the whole world smiles with you. Don't frown or get angry during the video session.



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What to Wear

1. If you want to wear Malaysian traditional outfits like baju kurung or kebaya for ladies and batik shirts for men, you are most welcome. This is not a necessity. But if you can, it would boost Malaysia's image in UK.
2. Please do dress up but keep it casual and natural.

Camera Tips

1. Please record the video in a well lighted room or area that is neat and tidy. If possible, take the video during daytime when you have sunshine. If you have video lightings, please use it. Use a good phone or camera to record. If you have a tripod stand, please use it as your hands might shake and the video would turn out unclear. If no tripod stand, create a steady stand of your own to get good angle, stability and footage.
2. Ensure that the sound quality is clear and audible (No echoes and outside noises)
3. Please display your product/s clearly to be seen by the audience. (Eg don't put white on white or black on black. Give a contrast. If your product is white in colour, take it with a a contrast background like blue, green and so on.

What To Do After Recording

1. Once your video has been recorded, please edit it. Then send the answers for the above questions and the video to oja@halalstreet.co.uk and mani.balan@halalstreet.co.uk in MP4 or MOV or WMV formats. Remember that your video cannot be more than 2 minutes. Happy recording!!