

FORBES 3.0 — EVENT LOOP VIDEO BRIEF

Purpose

Create a premium looping event video for Forbes stage LED walls and venue displays introducing the new Forbes ecosystem and signature formats.

The video should function without sound or voiceover.

All communication happens through visuals, motion, typography and atmosphere.

Goal

- create curiosity
- create premium perception
- communicate evolution of Forbes
- visually showcase new formats
- reinforce modern intelligent brand identity
- drive QR scans/subscription interest

Format

- silent loop video
- approx. 30 seconds
- seamless looping preferred
- dynamic but elegant pacing
- optimized for large event LED walls

Core creative principle

Minimal words. Strong typography. Premium motion.

The video should feel like:

- Bloomberg meets Apple launch
- Financial Times future campaign
- Netflix documentary opener
- luxury editorial motion graphics

VIDEO FLOW

1. OPENING HOOK (approx. 5–7 sec)

Dark cinematic intro with fast elegant transitions.

Visuals:

- information overload
- fragmented headlines

- charts
- AI interfaces
- scrolling feeds
- event lights
- business movement

Large typography:

„Nie všetko je podstatné.“

pause

„Pre tých, ktorí formujú svet.“

Mood:

clean, powerful, cinematic.

2. FORMAT SHOWCASE (approx. 18–20 sec)

One Forbes format after another.

Each format gets approximately 2–4 seconds.

Every format should have:

- short title
- strong visual identity
- elegant motion
- editorial feel
- instantly understandable value

Shown formats:

Exclusive content

➔ cover stories

CEO Briefing

→ premium executive dashboard visuals

Print pokračuje v digitále

→ print magazine transforming into digital layers

Kontext. Rýchlo.

→ intelligent fast insight visuals

Forbes Deal

→ dealmaking / investment atmosphere

Iný pohľad

→ unexpected perspectives / visual contrast

Na lepšej strane

→ optimistic future / innovation visuals

Čítam. Počúvam. Pozerám. Promptujem.

→ ecosystem of article + podcast + video + AI

AI Expert / Money Coach

→ subtle premium AI interface visuals

Events

→ Forbes networking / stage / audience energy

3. FINAL FRAME (approx. 4–5 sec)

Strong elegant ending.

Main headline suggestion:

„To podstatné pre tých, ktorí formujú svet.“

Alternative:

„Ste pri tom?“

Large Forbes branding.

Strong visible QR code with 3+3 free months Forbes Digital subscription

QR CODE REQUIREMENT

- QR code should be present throughout the video in small format
- final scene should enlarge the QR prominently
- must remain highly scannable from distance
- safe contrast mandatory

TYPOGRAPHY

- minimal text
- large readable typography
- readable from distance in event hall
- elegant motion typography
- premium editorial font feel

VISUAL STYLE

- cinematic
- dark premium aesthetic
- black / white / gold / subtle metallic accents
- realistic business visuals
- sophisticated AI feeling
- no cliché sci-fi

- no chaotic TikTok aesthetics

TECHNICAL SPECIFICATIONS

MAIN LED WALL VERSION

- 2112 × 1056 px
- 16:9 ratio
- optimized for large stage LED screens

TV / DISPLAY VERSION

- 1920 × 1080 px (Full HD)

PROVIDED INPUTS:

- ➔ FORBES LOGO
- ➔ FORMATS IN PDF/PICTURES
- ➔ WRITTEN CONTENT ON THE SLIDES
- ➔ QR CODE (LATER)

EXPECTED DELIVERABLES

- looped master export
- LED wall version
- Full HD version
- version with QR emphasis

IMPORTANT

The video must work:

- without sound
- without context
- from distance
- even when people only watch 5–10 seconds mid-loop

The viewer should immediately feel:

“Forbes evolved.”