



**CHOCOLATE
CAKE MEDIA**

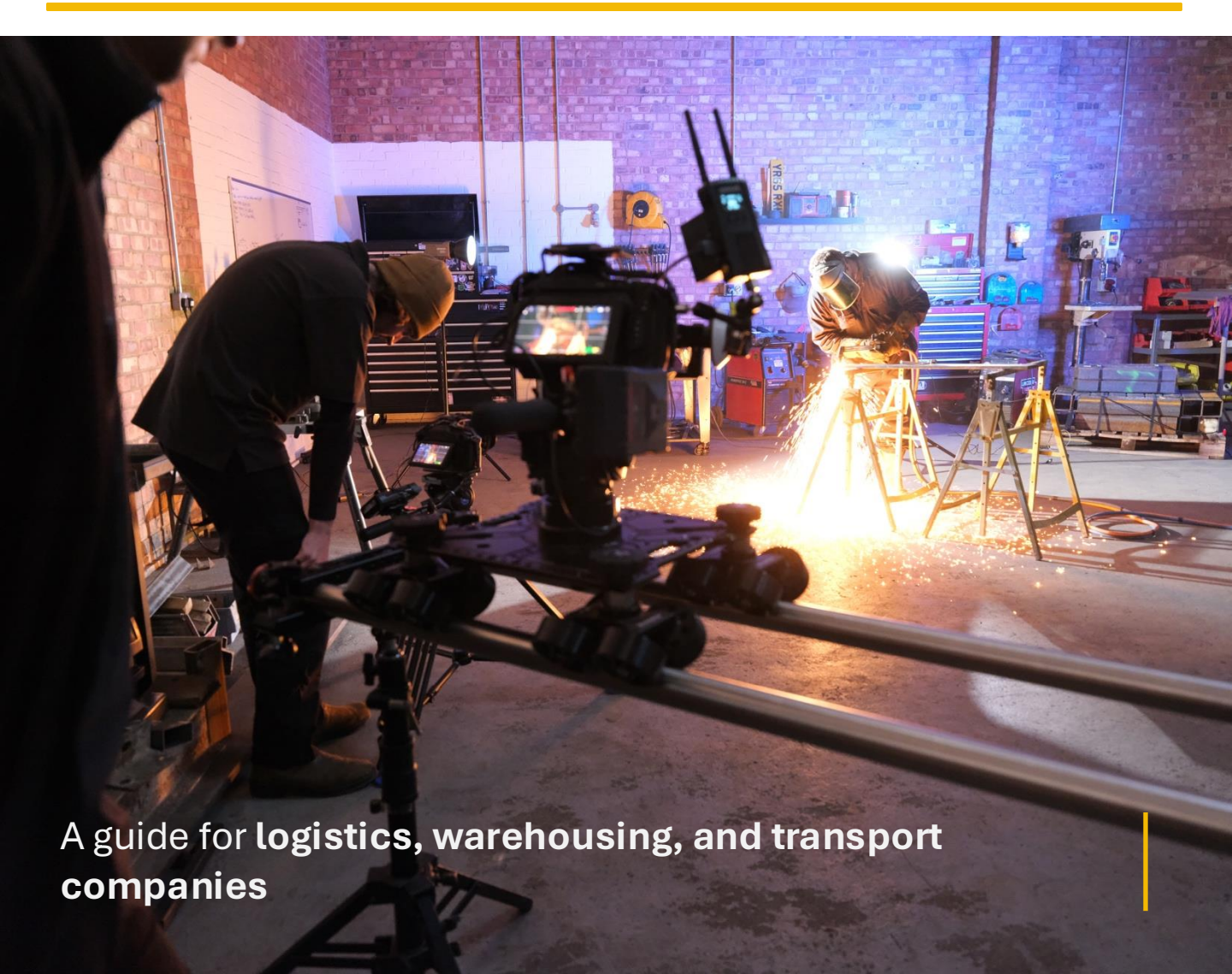
We help logistics companies produce strategic video content so that they can effectively communicate their operations, attract clients and streamline internal messaging,

A guide for **logistics, warehousing, and transport companies**

When you invest in professional video, you're not just capturing content.

When you invest in professional video, you're not just capturing content you're showcasing your brand to the world. Whether you're filming to attract talent, win new clients, or tell your story, there are a few simple ways to make sure your business looks its best.

Here are 10 practical tips to help you get the most out of your shoot:



A guide for **logistics, warehousing, and transport companies**

1. Clean uniforms, always

Your team are the face of your brand. Make sure everyone who appears on camera is wearing clean, branded, and consistent uniforms. This simple step instantly adds polish and professionalism to your video



A guide for **logistics, warehousing, and transport**
companies

2. Tidy your surroundings

A cluttered environment distracts from your message. Take time to clean and organise the space where filming will take place. Whether it's a yard, office, or warehouse floor, a tidy backdrop reflects well on your standards and attention to detail.



A guide for **logistics, warehousing, and transport companies**



3. Know your message

Before the cameras roll, clarify the video's purpose. Are you promoting recruitment, showing off your capabilities, or highlighting your culture? A focused message will guide filming and make the final video more effective.

A guide for **logistics, warehousing, and transport companies**

4. Use consistent branding

Your logo, colours, tone of voice, and signage should match what people see online or on-site. Consistency builds trust. Make sure any branding visible in the video reflects your identity.



5. Pick the right people

Choose team members who are comfortable on camera and represent your values well. They don't need to be polished speakers, just authentic and confident. People connect with people, not polished scripts.



A guide for **logistics, warehousing, and transport companies**





6. Avoid busy times

Plan the shoot when it won't disrupt operations. This will help your operations run smoothly and give the filming team space to get the best shots without getting in the way.

A guide for **logistics, warehousing, and transport companies**

7. Prep your vehicles and equipment

If you're showcasing trucks, forklifts, or other machinery, make sure they're clean and presentable. Shining your shoes for an interview is about putting your best foot forward.



A guide for **logistics, warehousing, and transport companies**

8. Signage matters

Health & Safety posters, PPE reminders, and directional signage all play a subtle role in the background of your video. They communicate a lot about your standards and company culture. Make sure they're neat, legible, and in the right place.





9. Brief your team

Let your staff know when filming is happening and what to expect. This will help avoid surprises, keep everyone relaxed, and improve cooperation on the day of the shoot.

A guide for **logistics, warehousing, and transport companies**

10. Appoint a point of contact

Designate someone on-site who knows the filming plan, locations, and people involved. This keeps things efficient, answers questions quickly, and helps us maximise our time with you.



A guide for **logistics, warehousing, and transport companies**



Want to make your next video your best one yet?



Get in touch with Chocolate Cake Media. We help logistics and transport businesses produce strategic, brand-consistent videos that actually move the needle.

