

Sample Video Analysis

Based on [Destination A Plus Tree: Specializing in the Ridiculous](#)

1. What is the target audience?

Excellent answer: Home owners and people responsible for commercial property

Good answer: Adults who might need tree removal

Weak answer: People who watch videos

2. What is the video's objective?

Excellent answer: To advertise tree removal service and show that their company is reliable, competent, and fun to work with.

Good answer: To advertise and convince people to use their service.

Weak answer: To be funny.

3. Strengths

Excellent answer: professional-looking videography, exciting music, showed safety gear, used humor

Good answer: the people looked like they cared about their job.

Weak answer: I don't really know. There weren't any.

4. Weaknesses

Excellent answer: Music didn't match, they didn't really give specifics about their business

Good answer: I didn't like how fast it was. It would have been better if they had shown what they do in more detail.

Weak answer: It's not cool enough to go viral.

5. Opportunities

Excellent answer: This could be shown at a homeowners expo or could be an ad targeted at people in an area with lots of trees.

Good answer: This could go viral if the company shared it on social media.

Weak answer: This video could be a youtube ad.

6. Threats

Excellent answer: doesn't seem serious, doesn't seem green

Good answer: Construction workers might feel like the video is making fun of them.

Weak answer: Other companies that do the same thing might not like this video