

Unboxing with a Literary Character or an Author



Name:

Date:



Getting to know unboxing videos

Watch at least one unboxing video on a platform such as YouTube.

Take notes about the procedure

Sort the (typical) sequence of an unboxing video.

- The first look! The recipient opens the box and describes what they discover in the box at first glance. He or she provides an initial overview of the contents and perhaps also of the packaging material.
- Hello! The person unboxing introduces themselves. They provide information about the history or background of the unboxing video.
- What is that? Even before unpacking, something can be said about the packaging, the writing, and the presentation. Something can also be said about the sender and the delivery service.
- What is in the box? Now the individual items are coming to light one after another. The recipient reacts with emotions, reactions, and comments.
- What does it say there? If there is a cover letter or a note, it could now be taken out and read aloud. Include pauses, comments, and reactions!
- And now what? Finally, the box is once again viewed as a whole. What is (un)usable, too much/too little, still desirable, exciting...? Is something being sent back? What do people think differently about? What will change?



Which objects can you see?

Explain whether the selection of items is suitable for this person or not. What would you change or keep the same?



Shoot your unboxing video

Now slip into the role of the recipient. Pay attention to the instructions for the process that you have already organized (see above). Here are a few more **tips regarding the technique**:

- What kind of **lighting** would enhance the mood (bright, dark, spotlight)?
- Where can the video be recorded **without interruptions**?
- Is there background **music**? If so, be mindful of copyright.
- What **recording device** will be used? And from what perspective?
- Which **microphone**?
- Which app can be used for **editing**?