Hands-On Lab Guide

How to use HeyGen to market and tell your brand story



Brand videos are essential for capturing attention, building brand identity, and creating emotional connections with your audience. With HeyGen, you can create high-impact "sizzle" videos and compelling brand storytelling content using AI avatars, automated video creation, and professional voiceovers. Follow this guide to craft engaging brand videos that leave a lasting impression.



Quick tips for brand videos

- Brand videos should be short and impactful, with “sizzle” videos lasting 30-60 seconds and brand storytelling videos ranging from 1-3 minutes.
- Using AI avatars helps create engaging, human-like brand representatives that bring your message to life.
- Instead of just telling, leverage visuals, motion graphics, and animations to enhance storytelling and make content more compelling.
- Emotional appeal plays a key role in connecting with your audience, making narratives more relatable and memorable.

Step 1

Define your brand video goals

Before creating your video, determine its purpose:

“Sizzle” videos:
High-energy, visually striking content that generates excitement about your brand.

Brand storytelling:
A compelling narrative that showcases your brand’s mission, values, and identity.

Testimonial videos:
Share real customer stories and experiences to build trust and credibility.

Once your objective is set, draft a concise and engaging script. Keep the language simple and focus on the event's value for your audience and/or the action you want them to take (i.e., registration).

Not sure where to start? Here's a sample script for a 60-second brand storytelling video:

Opening (0-10 seconds): Hook and introduction

- Voiceover/text on-screen: “Every great brand has a story. Here’s ours.”

Middle (10-40 seconds): The brand story and core values

Visual: Short flashbacks or scenes that reflect the brand’s history, challenges, and evolution. This could include visuals of the team, key milestones, or product development.

Voiceover/text on-screen:

- “Founded in [Year], we set out with one simple mission: [Brand Mission]. Along the way, we faced [Challenge], but it only pushed us to innovate and grow.”
- “Our core values of [Core Value #1], [Core Value #2], and [Core Value #3] guide everything

Closing (40-55 seconds): Connection to the audience and call to action

Visual: Footage of customers, community, or employees interacting with the brand or product, showcasing the impact it has.

Voiceover/text on-screen:

- “But our story doesn’t end here. It’s just beginning. And we want you to be part of it.”
- “Join us on this journey. Together, we’ll create something bigger.”

End screen (last 5 seconds)

Visual: Logo, tagline, and CTA (e.g., “Learn More,” “Follow Our Story,” or “Join Us”)

- Website URL or social media handles.

Step 2

Choose your creation approach

HeyGen offers multiple ways to bring your brand video to life. Choose the path that best fits your starting point and the level of control you need.

Option A: Let Video Agent build it from a prompt

Video Agent is HeyGen's prompt-native video engine — the fastest way to go from a brand brief to a fully-produced, polished video. It handles scripting, storyboarding, visual selection, pacing, and brand styling automatically, so you can focus entirely on your message.

From your HeyGen dashboard, click on **Video Agent**. Then:

1. Click the avatar icon to select one of your existing avatars — or click **X** to activate Auto Avatar mode and let HeyGen pick the best fit for your content.
2. Click the **+** icon to upload your own assets like product shots, screenshots, or explainer visuals.
3. Describe your video in the prompt box. Be specific: include portrait/landscape, duration, your product name, key features to highlight, preferred visual style, tone, and any brand colors. Not sure where to start? **Click Prompt Idea** for suggestions.
4. Choose **Chat to plan** to refine the structure with the Agent before generating, or **Generate now** to skip straight to the output.

Once generated, you can continue refining through the Agent chat — just describe any changes in plain language. For granular control over specific scenes, click **Open in AI Studio**.

Pro tip:

For consistent, on-brand results, connect your Brand Kit before generating. You can also include style instructions directly in your prompt: "*Use our brand colors — navy #1E3A5F and gold #F5A623. Clean, minimal motion graphics. Confident, professional tone.*"

Option B: Build your video manually in AI Studio

Prefer full creative control? **AI Studio l**ets you build your brand video scene by scene with complete flexibility over layout, scripting, avatars, and design.

From your dashboard, click **Create Video**, then **Start from Scratch**. Choose your video orientation and you'll be taken directly into AI Studio. From here:

1. **Name your project** and write your script in the script editor, structuring your video segment by segment across scenes.
2. **Use Voice Director** (the megaphone icon) to control tone, pacing, and emotional delivery — especially important for brand storytelling where feel matters as much as content.
3. **Select your avatar** by clicking **Avatars** above the canvas. Customize look, framing, background, and animations to match your brand aesthetic.
4. **Enhance your visuals** using the creative tools next to the Avatars tab — add bold text overlays, upload brand media, insert motion elements, or generate AI images.
5. **Apply your Brand Kit** from the options above the script editor to consistently apply your company's logos, fonts, and color schemes across every scene.
6. **Use the timeline** to review pacing, rearrange scenes, and add transitions that match your video's energy.

When ready, click **Preview** to review, then **Generate** to render at up to 4K resolution.

Pro tip:

Use the hamburger menu above the script editor to save your video as a reusable template, upload or download scripts in bulk, or review version history.

Option C: Convert a PPT or PDF into a video

Have an existing brand presentation, one-pager, or campaign deck? Use **PPT/PDF to Video** to transform it into an avatar-led brand video without rebuilding from scratch.

From your dashboard, click **Create Video**, then **Upload a PPT/PDF**. Choose your settings:

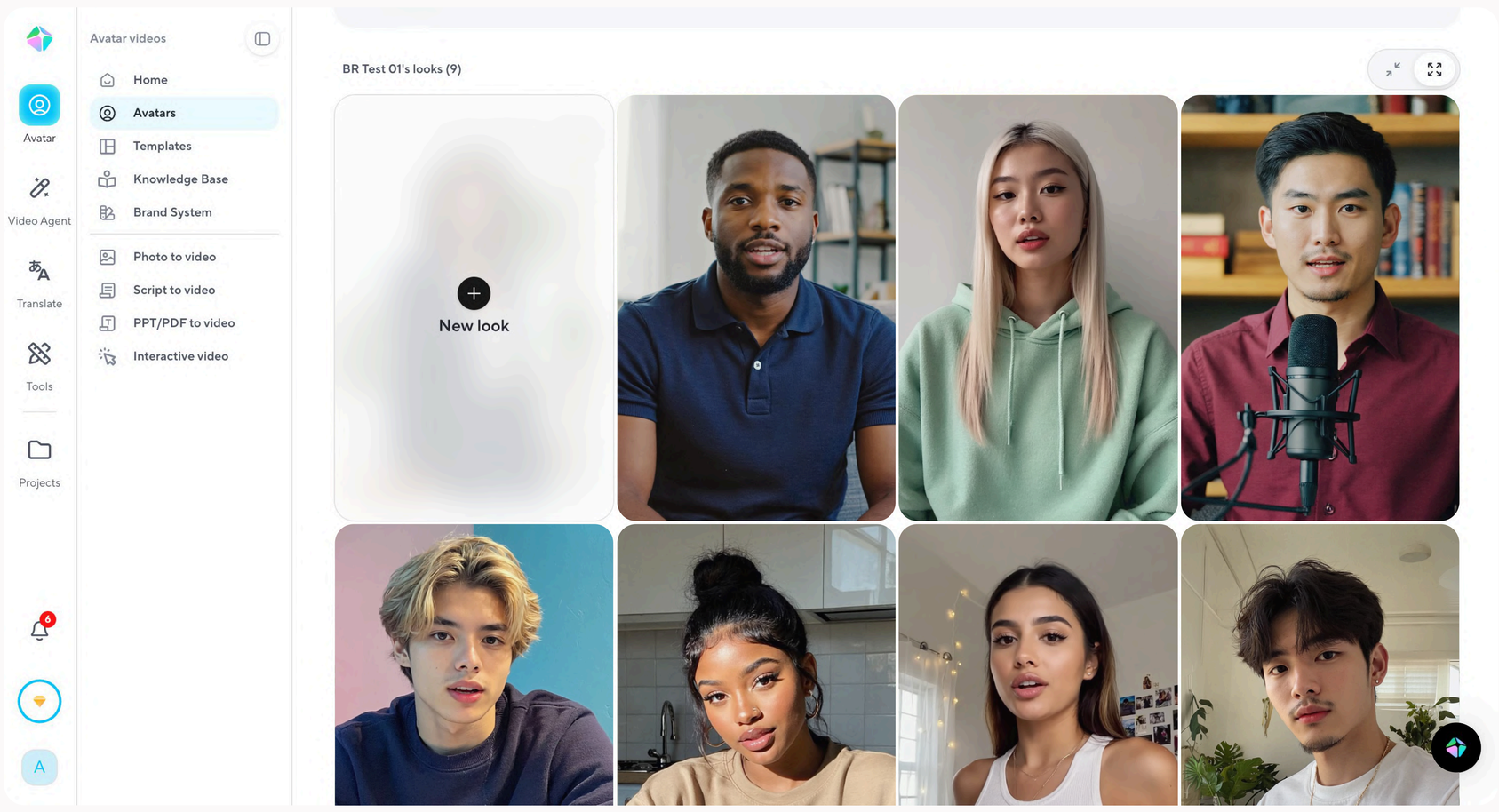
- **Layout option:** *Editable Template* converts slides into editable content blocks; *Image Background* preserves your original design as-is — ideal for highly designed brand decks.
- **Script option:** *Add Speaker Notes to Your Script* pulls in your existing notes automatically; *Auto-Generate Script* uses AI to write narration based on each slide's content.

Once processed, you'll enter AI Studio to refine the script, select your avatar, adjust timing, and add background music to set the right brand tone.

Step 3

Choose or create your avatar

HeyGen offers several ways to put the right face on your brand video.



Public avatars:

Browse HeyGen's library of 700+ avatars compatible with 175+ languages and dialects. Each avatar comes with multiple Looks (outfits, poses, and backgrounds) for brand consistency.

Custom digital twin:

Create your own avatar using photos and videos from your smartphone.

Avatar IV Photo to Video:

Want to animate any image — including non-human characters, mascots, cartoon avatars, or 3D models? **Use Avatar IV's Photo to Video** feature for incredibly lifelike results.

From **Create**, click **Photo to Video**. Then:

1. Upload a photo or choose from the sample library.
2. Write your script or click **Sample Script** to generate one. You can also upload an audio file or record your own voice directly.
3. Adjust your settings: choose Faster or Quality motion generation mode, set expressiveness (Low, Normal, or High), optionally add a custom motion prompt to describe specific gestures or expressions, and select your resolution (720p or 1080p).

- Click **Generate Video**. Once complete, your video will appear in your Home or Projects tab — and a reusable Avatar IV will be saved to your Avatars tab for future projects.

Note: Photo to Video uses Premium Credits. Videos are limited to 3 minutes. For longer avatar-led videos, use Avatar IV inside AI Studio, where duration limits don't apply at the video level (though individual script segments should be under 180 seconds).

Generate an avatar from text:

Need something completely custom? Generate an avatar from a text description — hyper-realistic, animated, or fully fictional. Check out HeyGen Academy to learn more.

Step 4

Create different types of brand videos

1. "Sizzle" videos

- Goal: Generate excitement and brand awareness with high-energy visuals.
- Best format: 30-60 seconds.

Key elements:

- Fast-paced cuts and dynamic transitions.
- Bold typography, graphics, and high-impact visuals.
- CTA: Drive viewers to explore your brand further (website, social media, or product page).

2. Brand storytelling videos

- Goal: Build an emotional connection with your audience by sharing your brand’s mission and values.
- Best format: 1-3 minutes.

Key elements:

- Authentic, narrative-driven content.
- Customer success stories, company history, or behind-the-scenes.
- CTA: Encourage brand loyalty and community engagement.

3. Testimonial videos

- Goal: Build trust and credibility by featuring real customer stories and experiences.
- Best format: 1-2 minutes.

Key elements:

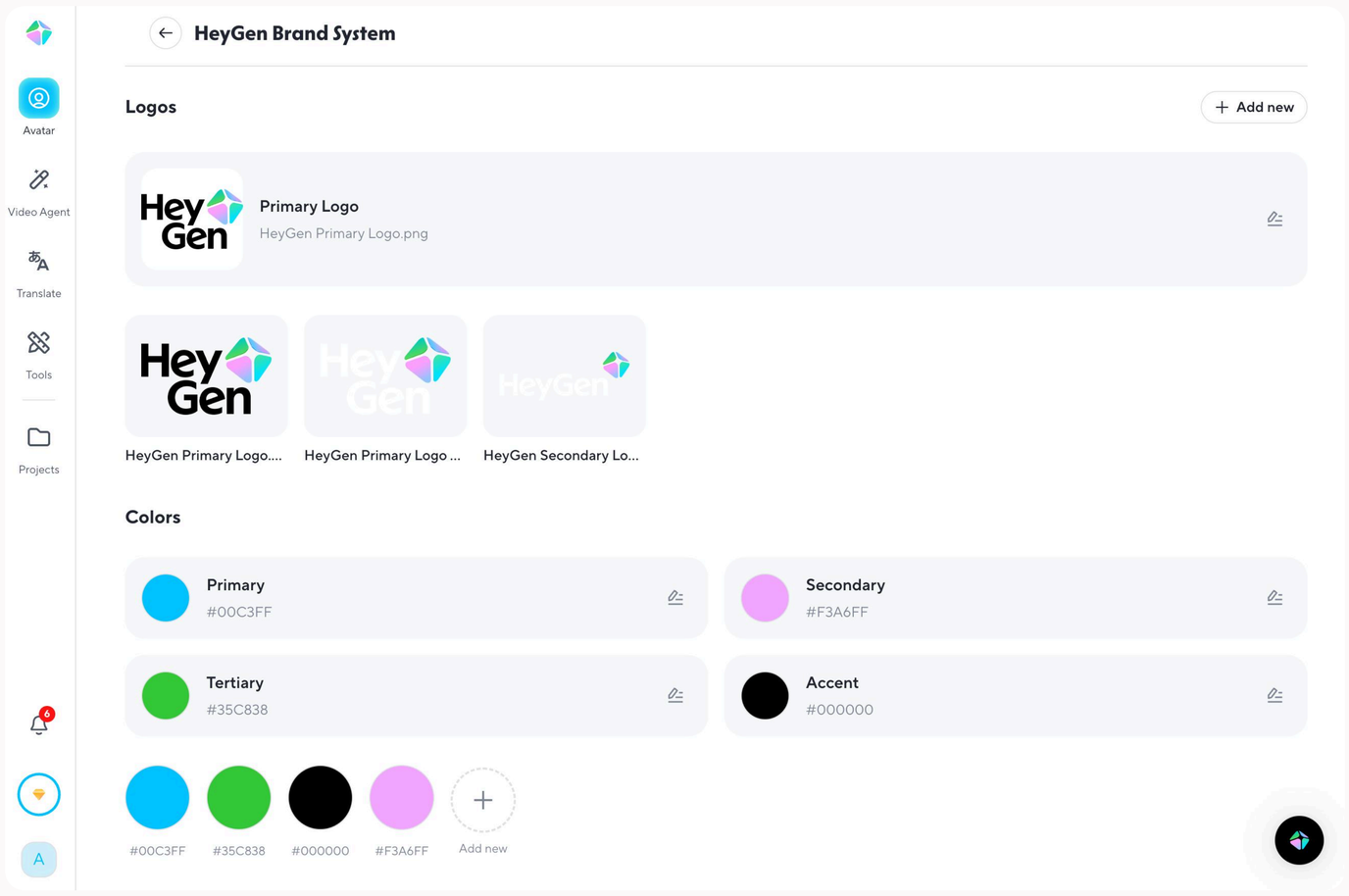
- Genuine testimonials from customers, influencers, or brand advocates.
- Show how your product or service has positively impacted their lives or business.
- CTA: Encourage prospects to take the next step (e.g., sign up, purchase, or contact for more info).

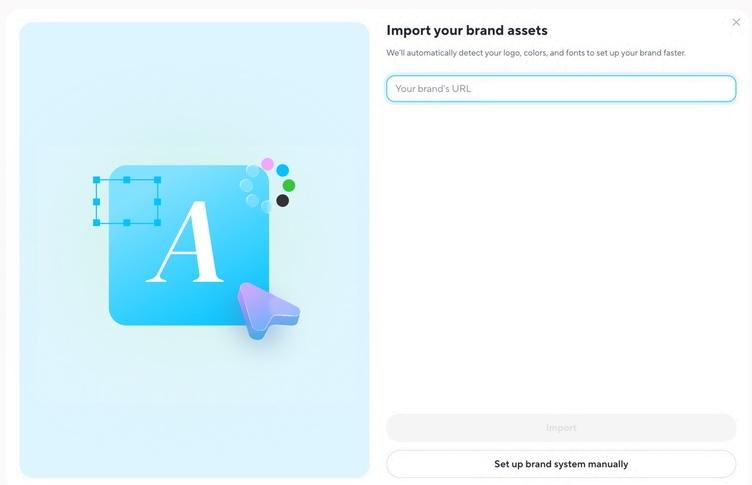
Step 5

Edit and enhance your brand videos

Polish your video using HeyGen's editing tools. If you used Video Agent, refine through the Agent chat for high-level changes, or click **Open in AI Studio** for granular control over individual scenes, timing, and design elements.

If you're working in AI Studio, use the text-based editor to ensure your scenes, text, and transitions align with your script. Review your flow and confirm the avatar's gestures, voice, and timing feel natural and on-brand. Use the Brand Voice feature to ensure consistent pronunciation across multiple videos and languages, and apply your **Brand Kit** to maintain logos, fonts, and color schemes throughout.





Review your flow and ensure the avatar's gestures, voice and timing align with your script.

See our best practices guide for advice on how to ensure accurate pronunciation and pauses.

Use the Brand Voice feature to ensure consistent pronunciation across multiple videos and languages, and apply your Brand Kit to maintain logos, fonts, and color schemes throughout.

The basics

What Video Agent actually needs

Once your brand video is finalized, distribute it strategically:

To maximize the impact of your brand videos, distribute them strategically across various channels.

Post on social media platforms like Instagram, TikTok, LinkedIn, and Facebook to reach a broad audience.

Upload high-quality brand videos to YouTube and other video platforms for long-term visibility.

Feature storytelling content prominently on your company’s website and landing pages to engage visitors.

Additionally, leverage paid advertising campaigns by using "sizzle" videos to capture attention and drive traffic to your product or service pages.

Bonus tips for brand video success

Here's my personal favorite prompt addition. I add this to almost everything:

- A/B test different styles: Compare engagement levels of different video formats.
- Use AI automation: Scale brand storytelling with HeyGen’s automation tools.
- Incorporate user-generated content: Enhance authenticity with real customer testimonials.
- Optimize for mobile viewing: Ensure clarity and visual appeal on all screen sizes.

With HeyGen, you can create powerful brand videos that captivate audiences and reinforce brand identity. **Start crafting your brand story today!**