

Acheiving your  
**Lipdub**  
**10**  
**STEPS**



**Know all the tips to create a successfull Lipdub**

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**10 STEPS TO SUCCEED YOUR LIPDUB.**

[www.lipdub.eu](http://www.lipdub.eu)

[www.lipdub.eu/guide-du-lipdub](http://www.lipdub.eu/guide-du-lipdub)

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# **10 STEPS TO SUCCEED YOUR LIPDUB**

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# Lip dub

# A

## FOREWORD

In short, you will discover:

- What Lipdub is.
- What Lipdub can bring you.
- How to use Lipdub.

You've decided to begin organizing a lipdub and you're ready to take the first plunge? Excellent! Step after step, this guide will help you in achieving your project as well as saving you valuable time.

Since its invention on 14 December 2007 by Jakob Lodwick (When it was filmed singing with song played through his headphones), Lipdub has attracted thousands of people. The word «Lipdub» comes from the contraction between the word «lip» and dubbing and means «Doubling on the lips.” It is generally defined as a video in which people appear singing in playback on a known piece of music or a new composition. It has the particularity of been filmed as a sequence-shot and this is how it appears in the final video.

Since 2008, our Lipdub Team has organized and created more than 30 Lipdub projects in Belgium, France, the Netherlands and Canada.

It is this experience that we want to share with you today by following the 10 steps in this guide that we believe are essential to making each Lipdub a unique and great success. Questions relating to legal, technical and communication issues are all reviewed.

### An example of a Lipdub:

*Lipdub of UQAM:*

<http://www.lipdub.eu/blog/uqam-lip-dub/>

This Lipdub guide will help you:

1. Learn about Lipdub
2. Precisely set your objectives.
3. Obtain all legal authorizations
4. Select the correct song
5. Build your initial scenario and storyboard
6. Developing the logistics of your activity
7. Be ready for the big day.
8. Film your Lipdub
9. Edit your Lipdub

## 10. Diffuse your Lipdub (in relation to your goals)

You are the organizer of the next Lipdub your university, association or company? This guide will help you:

- Plan your Lipdub with time marks,
- Check that you have all the correct permissions,
- Discuss the technical means that are available to succeed.

You're a future «lipdubber» (a future participant' of Lipdub)? This guide provides very practical advice so that:

- Your performance is noticed
- You are familiar with the concept

You are an experienced filmmaker and planning a Lipdub? This Lipdub guide will help you understand better:

- The particularity of this event.
- The items that you need to pay attention to.
- What, in particular, deserves to be highlighted.

If Lipdub has already created hundreds of followers, and thousands of fans, it is because it has real means to convince.

-Lipdub is simple and easy to disseminate and watch

This is, in a few words, the magic recipe of Lipdub. A Youtube link is enough for all your friends, colleagues customers, to have access to your content wherever and whenever they want. Dynamic people parodying themselves on dynamic music are always fun to watch. The combination of the two is a guaranteed success.

- *Humans are the central part in this project.*

Impossible to cut, each person must give their all. Accomplishing such a project requires a large investment from each participant and it is this personal investment is the Lipdub seal of approval.

- *Lipdub develops your creativity*

*Lipdub requires participants to offer ideas without being judged. This will lead them to discover qualities hitherto unsuspected. Awakening creativity of your participants can bring new life to your group.*

- *Lipdub energizes your team*

*The realization of a movie requires, in its creation, the motivation of each participating member. The perfect components are energy and vigor throughout the duration of its creation. The music, tempo, correct timing, are all factors that boost and energize each participant of this adventure.*

*The University of Quebec in Montreal's (UQAM) Lipdub is a fine example of creativity and dynamism. It exudes colors and originality while being driven along by both motivation and enthusiasm*

- *The added value Lipdub brings to your team*

*This activity is, by experience, truly rewarding for participants. Giving your time, energy and imagination in the first place and then discovering the concrete results brought about by such efforts are two factors that will make your staff to feel all the more valued.*

- *Lipdubs incite collaboration*

Proposing a team building activity is the most concrete form of interactivity. Lipdub is created on the basis of communication between the participants. They consult, interact and exchange ideas to create something fun that will be theirs as the result of an interactive collaboration. This form of exchange works brilliantly in companies, but also in-between students. It creates a strong relationship between the participants who, through this experience, will get to know each other infinitely better.

To ensure a final film that will surprise more than one, we advise you to go through several steps (described in this guide), which will ensure an amazing result on the one hand and, on the other hand, will shelter you from legal and logistical problems. A Lipdub is successfully achieved step by step, with the most fun, the filming, occurring right at the end.

Our experience suggests that Lipdub achieves success in three separate ways:

- Team Building

Lipdub gives you the opportunity to unite your team (during an event). You will invest to construct a united team by the final moments of the project. In the end, it will always remain as one of your best memories.

- Internal Communication

Thanks to a Lipdub, you can make sure people talk about you “in-house.” Show the good atmosphere in your department or your affiliate within your organization. Some music, a video, enthusiasm, and voila, you have done the job.

- External communication

A Lipdub focused on external communication will allow you to involve your staff in your communication policy and will valorize them thanks to the superb image conveyed. Lipdub can also help you achieve your recruitment goals, as we will see later in this guide.





# 1

## **KNOWING LIPDUB**

By looking at the history of Lipdub as well as few examples, this chapter will allow you to

- You get an idea of what already exists
- Avoid mistakes others have already committed

# The history of lipdub

## Corporate lipdub as a starting point

### o The first Corporate Lipdub

The first Lipdub, and this is no longer a secret, is the one created by the American web agency Connected Ventures. Made in 2007 with the song «Flagpole Sitta» by Harvey Danger, it falls into the category of Lipdubs created by a company. Extremely well done, it has many close-ups and the number of singers is rather low. Ten employees and managers have come together to submit a film in which all display their energy, making it more than the simple playback

#### Example of a Lipdub:

*Connected Ventures lipdub:*

<http://www.lipdub.eu/blog/connected-ventures-lipdub-flagpole-sitta/>

### o The French reply

Shortly after, a French response appears on the net. The agency Heaven, a marketing and on-line communication group, launches themselves into this adventure. They choose the song «Undone» by Weezer to make their Lipdub. It is equally good.

#### Example of a Lipdub :

*Agency Heaven lipdub:*

<http://www.lipdub.eu/blog/agency-heaven-lipdub/>

The two agencies 'Heaven' and 'Connected Ventures' then started the website [officelipdub.com](http://www.officelipdub.com). On this website, every company has the opportunity to post their Lipdubs created in their own Office. The success of this website has snowballed, enjoying an ever-growing number of Lipdubs.

Many companies continue to play the game and post their Lipdubs on the site. Among these, the employees of AOL France decided in October 2007 to create a film. Their film had just been completed and at the same time they learnt that TIME WARNER wanted to get rid of 20% of their workforce. Eager to show their sense of humor, they decided to put their Lipdub on the Internet. Radio, newspapers and television stations<sup>3</sup> began discussing this Lipdub and its reputation took off. This is the beginning of the Lipdub phenomenon in France. Lots of companies then decided to make one, eager to be better than the others. The demand increased and the professionals arrived.

### Example of a Lipdub:

*AOL lipdub:*

[http://www.lipdub.eu/fr/blog/aol\\_france/](http://www.lipdub.eu/fr/blog/aol_france/)

In January 2008, the company "TAPE A L'OEIL" with the help of the agency FXM events and lipdub.eu events created the first «big Lipdub.» More than 250 participants took part in their adventure in a very jovial atmosphere. A new concept was born: the more participants there were, the better!

### Example of a Lipdub:

*Lipdub of Tape à l'oeil:*

<http://www.lipdub.eu/blog/tape-a-loeil-lipdub/>

> Characteristics of Lipdubs in business:

- \* Use of professionals
- \* Lipdub is prepared and scripted
- \* Consistency in the image data
- \* Excellent quality of construction and image

University Lipdub

Following this appears Lipdubs at universities. The initiator was, Hochschule Furtwangen University. This German university shot an amazing Lipdub! Great music, great images, great script and great knowledge of the song. In short, the first major University Lipdub and perhaps, the best!

### Example of a Lipdub:

*The Hochschule Furtwangen University lipdub :*

<http://www.lipdub.eu/blog/the-hochschule-furtwangen-university-lipdub/>

Pioneered by this popularity, the students then create a Web platform: [universitylipdub.com](http://universitylipdub.com). On this website, each university can post their Lipdub provided they meet a certain criteria. To broadcast a Lipdub on their site, the University Lipdub must:

- Offer a fun song
- Be organized by students
- Be filmed in college or on campus
- Be fun and dynamic
- Involve at least one teacher
- Does not necessarily have to be filmed in sequence-shot<sup>1</sup>

To date, the site number over 40 Lipdubs from across the entire world!

Amongst these, we must cite the Lipdub from UQAM (based on the song «I Gotta Feeling « by Black Eyed Peas), which has created a tremendous buzz on the net ever since. It has been viewed over 5 million times and has even been featured in a report on the CNN evening news<sup>2</sup>.

Of course, other schools have quickly followed suit even if their means are often lower than those made by companies.

### Example of a Lipdub:

*Lipdub of UQAM:*

<http://www.lipdub.eu/blog/uqam-lipdub/>

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1 Définition, voir page 50

2 <http://www.lipdub.eu/blog/lipdub-uqam-on-cnn/>

- > Characteristic of University Lipdubs:
  - \* Spontaneity
  - \* Sequence-shots
  - \* Colorful
  - \* Fresh and dynamic
  - \* Directed with the means at hand

## Lipdub in Politics

As it works well for businesses and in school, political parties have also decided to create their own Lipdubs. The first political party to take the plunge is Europe Ecology. At the time, militants had launched the challenge to create largest Lipdub in Europe. Even if they do not respect the rule of a single-sequence shot, this Lipdub is still a success. It dates from April 2009.

A few months later, a new Lipdub-buzz began: the Lipdub created by the youth of the UMP. Thanks to this Lipdub all generations of French people have heard of Lipdub as well as the youth of the UMP. Unfortunately for them, they created a negative buzz. Critics on all sides slated this attempt: the media, individuals, other parties used words as follows to describe it: «*Appalled*», «*dripping with stupidity*», «*vomit*», ... nothing positive is pronounced for this Lipdub that some have even downgraded to «*Lipjunk*.”

- > Features of political Lipdubs
  - \* Always makes people talk about it
  - \* Great way to communicate during election periods
  - \* Does not respect the rule of the sequence shot
  - \* Objectives: to show a maximum number of members

## Lipdub in the Voluntary sector

At the same time, voluntary associations start to use Lipdub. Some large organizations like Greenpeace, Unicef or Max Havelaar try their hand at creating Lipdubs before smaller structures follow suit (the Lipdubs of Rights of the Child, Festival SIDAnse ....).

### Lipdub in the Private Sector

Fortunately, Lipdubs are not confined solely to the professional sphere.

More and more people create their own Lipdub and wish to be supported by professionals. We have already seen or received requests for Lipdub for many family events (Marriage, communion, birthday, hen parties, etc ...).

Finally, among the hundreds of existing Lipdubs, some have marked us by their originality or their technical qualities:

#### - Corporate Lipdub

Created in 2009, the group Beaumanoir made a Lipdub reflecting the possibilities Lipdub holds as a communication tool on a grand scale: humans and the living forces of the company promote this message. <http://www.lipdub.eu/blog/beaumanoir-group-lipdub-the-story/>

#### - University / School Lipdub

Following the example of the UQAM Lipdub cited previously, here is a Lipdub from another university that we liked for its simplicity and

### Example of a Lipdub:

*Max Havelaar lipdub:*

<http://www.lipdub.eu/blog/max-havelaar-lipdub-the-first-fair-lipdub/>

### Example of a Lipdub:

*The Wedding lipdub :*

<http://www.lipdub.eu/blog/the-wedding-lipdub-more-and-more-famous/>

technical quality. Once again, it came from Quebec, and was filmed by the students at HEC Montreal.

<http://www.lipdub.eu/blog/hec-lipdub/>

#### - Voluntary Sector Lipdub

Filmed for SIDAnse Festival in Canada in 2010, this Lipdub was created by a dance school. You will see in this example that Lipdub has an active role in the world of voluntary organizations.

<http://www.lipdub.eu/blog/festival-sidanse-2010-lipdub/>

#### - Political Lipdub

This is not the most successful Lipdub but it certainly most popular in the category of political Lipdubs. This Lipdub also initiated the first of many parodies.

<http://www.lipdub.eu/blog/the-youth-of-the-ump-lipdub/>

#### - Private Sector Lipdub

A growing demand has increasingly made Lipdub for private events more and more popular. Discover a series of Lipdubs created for weddings.

<http://www.lipdub.eu/blog/the-wedding-lipdub-more-and-more-famous/>

If the few differences between Lipdubs created by the business community, students, political parties, associations or private individuals are real, they are not definitive.

We discovered it together, there already exists many examples of Lipdubs and the creative possibilities are endless. Inspire yourselves, get ideas and make your own with your own creations. Add your «mark» in Lipdub's history. We will gladly talk with you about Lipdub on our Blog.



# Presentation of the Authors

## Bertrand Jacob

Bertrand knows Lipdub since the beginning. He enrolled as one of the pioneers of 'team building videos' in Europe. Since 2008, Bertrand has the company VI-VANOR GROUP, a company that commercializes his activities. This guide is the fruit of his initiative, his experience and his willingness to share his knowledge of Lipdub with the most number of people.

## Nicolas Hallet

Young professional recently graduated from a communication University, Nicolas was the editor-in-chief of the Lipdub Blog during 6 months and promotes Lipdub at a number of events. Nicolas wrote part of this book and brought us his knowledge in communication to make this book a success.

## François Benit

Studying communication at the Université Catholique de Louvain-la-Neuve, François is the editor-in-chief of the Lipdub Blog. François helps to edit this English version of the book and brought us his knowledge in communication to make this book a success.

## Alexis de la Croix

Alexis is a marketing and communication man. Convinced since the beginning of the fantastic opportunities Lipdub offered, Alexis manages the technical aspects of all our creations. He is co-author of this book and is a specialist in all-technical aspects.



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# Achieving your Lipdub in 10 steps

Designed and created by professionals and enthusiasts of Lipdub, this guide is a simple tool for those who want to realize a Lipdub.



Throughout the 10 steps laid-out in this guide, you will discover sound advice, numerous examples and hints and tips taken from our professional experience.

The team from Lipdub.eu created this guide for you that will allow you to succeed in your project. With more than 15 creations already, the Lipdub Team from the Vivanor agency is a guarantee in the world communication and team building videos.

If you would like to learn more on this friendly and dynamic team, do not hesitate to visit their website at <http://www.lipdub.eu>. You will find there their contact details, as well as over 200 examples of Lipdubs on the Lipdub Blog and lots of other information.

Do not hesitate to contact them, they are always ready to help you and answer your questions.

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