



#SolarPlay2030 · PLAY2030

Shooting Plan & Content Guide

Play Solar Program Pulse · March to June 2026

11

Shoots

3

Months

137

Leaders

4

Platforms

PRODUCTION CALENDAR

S01 Behind the Scenes Wed 25 March What does a solar motor install actually look like? Half day (3-4h)	S02 Customer Shot Thu 2 April Customer Shot: solar shading in action 2-3 hours on site	S03 Solar Spotlight Tue 7 April Solar Spotlight: team interview - [Country] success story 1-2 hours	S04 Behind the Scenes Thu 9 April 24 hours before a solar product demo 2-3 hours
S05 Event Mon 20 April (live) + Wed 22 April (recap) Physical Meeting Gray: Behind the Scenes of Solar strategy day Full day (event-based shooting)	S06 Customer Shot Thu 30 April + Thu 28 May Customer Shot of the week - Community contribution format No central shoot - community-sourced	S07 Team Voice Tue 5 May Team Voice: what solar means to me - 5 convictions in 60 seconds 30 min per person (remote) or 1 day (in-person)	S08 Behind the Scenes Thu 7 May Inside our solar training room Half day (3-4h)
S09 Customer Voice Tue 19 May Customer Voice: from pilot to programme 1-2 hours on site or remote video call	S10 Innovation Wed 10 June Solar and the installed base: innovation roadmap teaser Half day (3-4h)	S11 Leadership Post Fri 19 June Closing Leadership Video: 3 months, 137 leaders, one community 2 hours	

PRODUCTION BRIEF

DATE

Week of 23 March 2026

LOCATION

Head Office or regional hub

CALENDAR

W01 · Wed 25 March · Half day (3-4h)

PLATFORM

Viva Engage · SharePoint

POST DATE

Wed 25 March

OUTPUT

2–3 short videos (15–30 sec) + 4–5 photos

TEAM REQUIRED

- 1 installer or field technician
- 1 communications team member
- Smartphone or mirrorless camera

SHOT LIST

- 1 Unboxing of RS100 solar io - close-up on hands and packaging
- 2 Step-by-step install on a window frame - no tools, no wire
- 3 Clock on the wall: 'From box to window in 20 min' sequence
- 4 Final result: motor in place, shutter moving
- 5 Technician to camera: 'No electrician. No grid. Just solar.'

POST COPY

No electrician. No grid connection. 20 minutes. Behind the scenes with our install team.

#BehindTheScenes #SolarPlay2030 #PlayFast

PRO TIP

Natural light preferred. Keep raw and authentic. No script - let the technician speak naturally.

PRODUCTION BRIEF

DATE

Week of 30 March 2026

LOCATION

Customer site - to be identified by regional team

CALENDAR

W02 · Thu 2nd April · 2-3 hours on site

PLATFORM

Viva Engage · SharePoint

POST DATE

Thu 2 April

OUTPUT

3-5 photos, landscape and portrait versions

TEAM REQUIRED

- 1 field sales representative
- Smartphone (high quality) or camera
- Customer contact for validation

SHOT LIST

- 1 Exterior shot: building facade with solar shading installed
- 2 Close-up: motor and panel, clean and silent
- 3 Interior: natural light filtered through automated shading
- 4 Optional: customer or installer pointing at the installation with a thumbs-up
- 5 Detail: zero visible cables

POST COPY

Spotted at a customer site in [City]. One install. Zero wires. Full autonomy.

#CustomerShot #SolarPlay2030 #PlayBold

PRO TIP

Shoot in golden hour if possible. Always get written customer consent before publishing.

PRODUCTION BRIEF

DATE

Week of 6 April 2026

LOCATION

Office of the Solar Program lead or regional director

CALENDAR

W03 · Tue 7 April · 1-2 hours

PLATFORM

Viva Engage · Microsoft Stream

POST DATE

Tue 7 April

OUTPUT

1 video (60–90 sec) + 2 quote cards as images

TEAM REQUIRED

- Solar program lead or country manager
- 1 interviewer off-camera
- Tripod + smartphone or camera
- Simple backdrop: neutral wall or branded pull-up

SHOT LIST

- 1 Talking head: 60–90 sec testimony on the solar win
- 2 B-roll: hands on laptop, screen showing results
- 3 Quote card: key number or stat to be extracted from interview
- 4 Optional: short tour of the team's workspace

POST COPY

This week we shine the light on one team, one market, one win.

#SolarSpotlight #PlayTogether #SolarPlay2030

PRO TIP

Keep it genuine. One key message per video. Subtitles mandatory - 70% of Viva Engage is watched without sound.

PRODUCTION BRIEF

DATE

Week of 6 April 2026

LOCATION

Demonstration room or warehouse (realistic setting)

CALENDAR

W03 · Thu 9 April · 2-3 hours

PLATFORM

Viva Engage

POST DATE

Thu 9 April

OUTPUT

1 short timelapse video (30–45 sec) + 3 photos

TEAM REQUIRED

- Pre-sales or product specialist
- Photographer or videographer
- Product demo kit and setup area

SHOT LIST

- 1 Opening shot: empty demo room - before the setup
- 2 Hands unpacking and laying out the RS100 solar io kit
- 3 Team member rehearsing key demo talking points on a whiteboard
- 4 Final setup: clean, lit, professional
- 5 Close-up on 3 key product selling points written on sticky notes

POST COPY

What does it take to prepare a great solar demo? No script. Just the real work.

#BehindTheScenes #SolarPlay2030 #PlayFast

PRO TIP

Timelapse format works very well for prep content. Use a fixed camera angle for the timelapse.

PRODUCTION BRIEF

DATE

20 April 2026 - Physical Meeting in Gray

LOCATION

Gray, near Dijon - meeting venue

CALENDAR

W04 · Mon 20 April + Wed 22 April · Full day (event-based shooting)

PLATFORM

Viva Engage · SharePoint · Internal newsletter

POST DATE

Mon 20 April (live) + Wed 22 April (recap)

OUTPUT

1 set of 8–10 event photos + 1 short recap video (30-45 sec) + 1 talking head

TEAM REQUIRED

- 1 dedicated content creator or communications coordinator
- Smartphone or mirrorless camera
- Tripod and small LED light for indoor shots

SHOT LIST

- 1 Arrival and setup: team gathering, handshakes, energy in the room
- 2 Working session: aerial or wide shot of the group around the table
- 3 Close-up on whiteboard or flipchart: strategic decisions being written
- 4 3-4 portrait moments: Solar leaders in conversation (candid, not posed)
- 5 End of day: team photo - full group, energetic, informal

POST COPY

Today the Solar team meets in Gray. This is where strategy becomes action.

#SolarPlay2030 #PlayTogether #PhysicalMeeting

PRO TIP

Day split in 3 phases: arrival content (morning), working session content (midday), closing/recap content (end of day). Get consent from all participants.

PRODUCTION BRIEF

DATE

Week of 5 May 2026

LOCATION

Various - collected from field teams across markets

CALENDAR

W06 · Thu 30 April + W10 · Thu 28 May No central shoot - community-sourced

PLATFORM

Viva Engage

POST DATE

Thu 30 April + Thu 28 May

OUTPUT

3-5 community-sourced photos per week

TEAM REQUIRED

- All field teams across markets
- Community manager to collect and curate
- Minimum: smartphone photo with good lighting

SHOT LIST

- 1 Solar installation on a residential building
- 2 Solar motor close-up: clean, modern, mounted
- 3 Installer at work - natural, not staged
- 4 Building facade before and after (if available)
- 5 Customer or installer testimonial (optional video)

POST COPY

Send us your best solar installation photo this week and we will feature it here.

#CustomerShot #SolarPlay2030 #PlayTogether

PRO TIP

Brief field teams 2 weeks in advance. Create a simple submission guide: 3 rules - good light, clean frame, real site. No staged photos.

PRODUCTION BRIEF

DATE

Week of 4 May 2026

LOCATION

5 different locations - filmed remotely or in-person

CALENDAR

W07 · Tue 5 May · 30 min per person (remote) or 1 day (in-person)

PLATFORM

Viva Engage · Microsoft Stream · SharePoint

POST DATE

Tue 5 May

OUTPUT

5 individual videos (45-60 sec each) + 1 compiled reel (2-3 min) + 5 quote cards

TEAM REQUIRED

- 5 Solar team members from different markets or functions
- Webcam or smartphone on tripod
- Neutral, clean background (branded if possible)
- Subtitles editor (mandatory)

SHOT LIST

- 1 Person 1 - Sales: 'Solar opens doors that used to be closed to us.'
- 2 Person 2 - R&D: 'We designed it to last 15 years without maintenance.'
- 3 Person 3 - Operations: 'Installs are faster. That changes everything for partners.'
- 4 Person 4 - Marketing: 'Customers ask about carbon now before they ask about price.'
- 5 Person 5 - Country Manager: 'Our market shifted in 18 months. Solar led that shift.'

POST COPY

5 people. 5 markets. 5 convictions. What does solar mean to you?

#TeamVoice #PlayTogether #SolarPlay2030

PRO TIP

Give each person ONE question only: 'What does Boost Market with Solar mean to you personally?' No script. Max 3 takes. Subtitles are not optional.

PRODUCTION BRIEF

DATE

Week of 4 May 2026

LOCATION

Training facility or product lab — [site to confirm]

CALENDAR

W07 · Thu 7 May · Half day (3–4h)

PLATFORM

Viva Engage · SharePoint

POST DATE

Thu 7 May

OUTPUT

1 video (60-90 sec) + 5 photos

TEAM REQUIRED

- Training manager or product specialist
- Videographer or content creator
- 2–3 trainees or product experts for natural interaction

SHOT LIST

- 1 Wide establishing shot: the training room layout - motors, blinds, demo panels
- 2 Trainer explaining the solar motor to a small group - natural teaching moment
- 3 Hands-on: trainee installing an RS100 for the first time
- 4 Detail: solar panel positioned next to a window, light coming through
- 5 Close-up: trainer pointing at a key technical feature

POST COPY

Before a Solar motor reaches a customer site, it goes through here.

#BehindTheScenes #PlayBold #SolarPlay2030

PRO TIP

Authenticity over polish. Real trainees, real reactions. Avoid corporate-looking shots.

PRODUCTION BRIEF

DATE

Week of 18 May 2026

LOCATION

Remote - customer site identified by account manager

CALENDAR

W09 · Tue 19 May · 1-2 hours on site or remote video call

PLATFORM

Viva Engage · Microsoft Stream · SharePoint

POST DATE

Tue 19 May

OUTPUT

1 video (60-90 sec) + 2 quote cards + 3 photos

TEAM REQUIRED

- Key account manager
- Customer spokesperson (decision-maker or technical lead)
- Camera or high-quality video call setup
- Consent form mandatory

SHOT LIST

- 1 Customer at their desk or on site - natural setting, not a studio
- 2 Talking head: 90 sec testimony on the solar journey
- 3 B-roll: their building or facility with solar automation visible
- 4 Key quote extracted as a graphic card: '12 sites in 12 months'
- 5 Optional: side-by-side before and after of the installation

POST COPY

They started with one motor. Twelve months later: 40 sites. What changed?

#CustomerVoice #PlayBold #SolarPlay2030

PRO TIP

Prep the customer with 3 questions max. Let them speak freely. The best quotes are never scripted. Always get written consent before publishing.

PRODUCTION BRIEF

DATE

Week of 8 June 2026

LOCATION

R&D lab or product development space

CALENDAR

W12 · Wed 10 June · Half day (3-4h)

PLATFORM

Viva Engage · Microsoft Stream

POST DATE

Wed 10 June

OUTPUT

1 video (60-90 sec) + 4 photos + 1 teaser graphic

TEAM REQUIRED

- R&D manager or product innovation lead
- 1 videographer
- Lab or workshop environment (authentic)
- No sensitive IP on whiteboards or screens

SHOT LIST

- 1 Wide shot: the lab environment - technical, modern, energising
- 2 R&D lead at a workbench - prototypes or test equipment visible
- 3 Whiteboard: simplified roadmap sketch (no confidential data)
- 4 Hands interacting with a solar motor component or prototype
- 5 Talking head: 60 sec on the vision - 'Solar is just the beginning'

POST COPY

Solar motors are step one. Here is a glimpse of what comes next.

#Innovation #PlayStrong #SolarPlay2030

PRO TIP

Clear all sensitive content from whiteboards and screens before filming. Focus on energy and vision, not technical detail.

PRODUCTION BRIEF

DATE

Week of 16 June 2026 · to be confirmed with program director

LOCATION

Head of Solar Program office, boardroom or dedicated studio space

CALENDAR

W14 · Tue 11 June ·1-2 hours

PLATFORM

Viva Engage · Microsoft Stream

POST DATE

Fri 19 June 2026

OUTPUT

1 video 90 to 120 sec · 3 quote cards · 1 community highlights montage (optional)

TEAM REQUIRED

- Solar Program Director or VP (on camera)
- Communications lead or videographer (direction)
- Teleprompter or cue cards (optional)
- Small LED light kit and branded backdrop (PLAY2030 banner or neutral wall)

SHOT LIST

- 1 Professional talking head setup · good lighting, branded background, stable frame
- 2 Opening line delivered to camera · "90 days ago, we made a bet on this community..."
- 3 Mid-video moment · speaker holds up a card showing one key community stat (number of posts, countries active, or engagement rate)
- 4 Reference to the Gray physical meeting · 30-sec B-roll montage or still photo if available
- 5 Closing line to camera · "Q3 starts now. Lead the future together."

POST COPY

3 months. 137 leaders. One community. When we launched this space in March, we made a bet: that Solar leaders would show up, share, and push each other forward. You proved us right. Q3 starts now. Lead the future together.

#SolarSpotlight #PlayTogether #SolarPlay2030

PRO TIP

This is the most important video of the program. Invest in proper lighting and a clean sound setup. Subtitles are mandatory. Keep the tone personal and energetic, not corporate. The best closing videos feel like a genuine thank-you, not a report.

FORMAT REFERENCE GUIDE

L Leadership Post

1x/month

Objective

Set strategic direction. Anchor the community in PLAY2030 intent.

Mechanic

Top-down message from program lead or VP. Pinned post. High production.

KPI · Reach · Reactions · Shares**B** Behind the Scenes

2x/month

Objective

Build authenticity. Show the real work behind Solar.

Mechanic

Raw, short-form content: installs, demo prep, training rooms.

KPI · Views · Comments · Saves**C** Customer Shot

2x/month

Objective

Provide social proof. Make the Solar impact visible and shareable.

Mechanic

Real installation photo. Zero cables. Community-sourced from Week 6.

KPI · Shares · Comments · Submissions**S** Solar Spotlight

1x/month

Objective

Celebrate peer wins. Create recognition and lateral engagement.

Mechanic

Feature one country or team. One win. Invite others to share their story.

KPI · Comments · UGC · Countries active**D** Data & Insight

1x/month

Objective

Frame the market opportunity. Turn numbers into conviction.

Mechanic

One headline stat. Context. Implication for the market. Call to react.

KPI · Reactions · Reach · Saves**T** Team Voice

1x/month

Objective

Humanise the community. Turn colleagues into credible voices.

Mechanic

Short personal video. One question. One conviction. Subtitles mandatory.

KPI · Video views · Comments · Profile views

FORMAT REFERENCE GUIDE

V

Customer Voice

2x/month

Objective

Let customers tell the story. Third-party credibility is the strongest.

Mechanic

Customer testimony — video or quote card. 3 questions max.

KPI

Views · Shares · Comments

M

Monthly Connect

3 posts/call

Objective

Drive attendance and amplify the impact of the monthly 45-min call.

Mechanic

Teaser Wed before · Live reminder Fri · Takeaways post Mon after.

KPI

Attendance · Engagement · Downloads

I

Innovation

1x/month

Objective

Build future conviction. Show Solar is a platform, not just a product.

Mechanic

R&D voice. Roadmap teaser. No confidential detail. Focus on direction.

KPI

Comments · Shares · Reactions

P

Poll

2x/month

Objective

Generate engagement with low effort. Collect market intelligence.

Mechanic

One question. 4 options. Results shared in next post or Connect Call.

KPI

Vote rate · Comments · Response quality

E

Event

As needed

Objective

Amplify physical events. Give visibility to offline strategic moments.

Mechanic

Before: teaser. During: live shots. After: recap video and key decisions.

KPI

Reach · Comments · Engagement lift

FORMAT REFERENCE GUIDE

V

Customer Voice

2x per month

Objective

Let customers tell the story. Third-party credibility is the strongest.

Mechanic

Customer testimony — video or quote card. Prep 3 questions max.

KPI Views · Shares · Comments

M

Monthly Connect

3 posts per call (before, live, after)

Objective

Drive attendance and amplify the impact of the monthly 45-min call.

Mechanic

Teaser post Wed before · Live reminder Fri morning · Takeaways post Mon after.

KPI Attendance rate · Takeaway engagement · Recording downloads

I

Innovation

1x per month

Objective

Build future conviction. Show Solar is a platform, not just a product.

Mechanic

R&D voice. Roadmap teaser. No confidential detail. Focus on direction.

KPI Comments · Shares · Reactions

P

Poll

2x per month

Objective

Generate engagement with low effort. Collect market intelligence.

Mechanic

One question. 4 options. Results shared in next post or Connect Call.

KPI Vote rate · Comments · Response quality

E

Event

As needed

Objective

Amplify physical events. Give visibility to offline strategic moments.

Mechanic

Before: teaser. During: live shots. After: recap video and key decisions.

KPI Reach · Comments · Post-event engagement lift

SOMFY^s

11 shoots.

3 months.

One community.

Play Solar. Play Together. Lead the future.

▶ PLAY FAST

▶ PLAY BOLD

▶ PLAY STRONG

▶ PLAY TOGETHER