

# The Sweet Takes Route: Guest Expectations & Logistics



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Sweet Takes is an informal conversational style video and audio podcast recorded in an automobile during a ride to and from a local snack vendor (think Swig, Fizz, Lehi Bakery, etc).

We are THRILLED at the opportunity to grab a snack and spill the tea with you in an upcoming **Sweet Takes** podcast episode. To make the experience as enjoyable as possible (sometimes it can be a bit nerve-racking to get on camera), we have prepared the following:

1. Summary of Sweet Takes episode's segments
2. Description of how we will film the segments
3. Preparation checklist for appearing on a Sweet Takes episode

There is a lot here, so let us say this at the beginning: **This is about having fun! Sweet Takes is meant to be a light and organic riff on a topic you find interesting.**

## EPISODE SEGMENTS

### Opening Sequence and Credits

Each episode opens with an invitation to grab a snack, followed by a pre-recorded opening segment and credits sequence that introduces you.

### Ride To Our Destination

The conversation kicks off as we leave the parking lot on the way to our destination. We spend a couple of minutes catching up to establish context and then organically transition to the topic of your choice. Your host will ask follow-up questions to keep the conversation going and give you the latitude to fully explore the topic, all the while driving to the sweet shop.

### Promotional Break

When we arrive at the shop (either at the drive-through or parking lot) we'll keep the camera rolling and the mics on, but break from discussing our topic while we order.

During this break, we will cut to a previously recorded interview about the sweet shop you chose and why. Don't worry, we'll explain this in a moment.

### **Return From Our Destination**

The conversation centered on your topic of choice picks up again as we begin our return trip. Whereas the trip to our destination was all about introducing your Sweet Take, the return trip is about what it means to the audience - how they can leverage your insight, your recommendation for action they can take, etc. Don't worry, we'll keep it lively and fast-paced. The return segment ends as we pull into the parking lot and park the car. We'll wrap up the conversation with some variation of, "time to get back to it!" and fade to black.

### **Closing Sequence**

Each episode closes with a final interview where you and host simply talk about how good the snack is. This segment is short and provides an opportunity for us to introduce the next episode's guest (via voice over). The episode ends with closing credits.

## **FILMING THE EPISODE SEGMENTS**

There are three distinct 'interview' from which we pull the content we need to construct an episode of Sweet Takes:

- Pre-Ride Interview
- Ride Interview
- Post Ride Interview

### **Pre-Ride "So where are we going?" Interview**

Filming begins with a 'runway' interview in our office between you and the host. The interview is all about what sweet shop you chose, why, and what you're going to order. It is meant to be promotional for the sweet shop, and to provide a little insight into you as a human, apart from your career, professional accomplishments, etc. The interview establishes rapport and invites the audience to relate to you in a candid and everyday way. The interview will be edited into the podcast and play during the portion of our trip where we are ordering our snack.

### **Ride Interview**

Filming begins outside the vehicle we will travel in. We use one camera mounted on the dashboard and two lapel mics. Your host will invite you to go grab a snack while you're both walking toward or just outside the vehicle, and then you'll both climb in and depart

toward your destination. The interview will continue without breaks until you and your host return to the parking lot and you leave the vehicle. In post-production, we will smooth out any rough spots or dead air, usually condensing a 30-minute round-trip down to 20 minutes or so.

The Ride portion of an episode is divided up into 3 parts: a get-to-know-you section facilitated by a few questions; the Sweet Take, facilitated by a key question and ad hoc follow-up questions; and the close, facilitated by a question regarding taking action against the insights you shared.

### **Get to know you questions (you don't need to prepare anything other than thinking how you'd like to respond)**

The interviewer will ask questions from this list:

- How are things at [your current endeavor]?
- What's the most exciting thing that you're working on?
- What is the least exciting thing that you're working on now?
- If you weren't doing what you're doing now in your career, what would you be doing?

### **Post-Ride "This is so good!" Interview**

After returning we'll conduct another interview in our office in the same runway format (both standing in front of a screen) and report on how good our snacks are. If you're comfortable, you can even eat or drink your snack or beverage. This segment is simply an endorsement of the sweet shop and provides us with an opportunity to introduce the next episode without distracting the audience during our conversation.

### **Post Production**

Shortly after filming, we will request logo assets (if available) for your current gig and past gigs listed above. Upon completion of editing, we will send you a link and request release to publish (you get final say).

## **BACKGROUND**

### **About Big Leap**

Big Leap is a Brand-Lead Performance Marketing agency with 17 years' experience guiding marketing leaders and business owners through the complex digital landscape.

We deliver impactful and predictable marketing execution through relationship-building brand strategies and performance marketing acumen. Our clear, proven approach aligns your revenue-producing motion to your customers' natural decision-making process to yield sustainable and repeatable growth. Our high client retention rates reflect both our

commitment to empowering leaders in their marketing approach and the efficacy of our actionable perspectives.

### **About the *Sweet Takes* Podcast**

*Sweet Takes* is a weekly business podcast hosted by Coby Bush, Dan Posner, and other Big Leap senior leadership. Each week, we invite a business owner, marketing professional, or community leader to share a perspective, insight, or experience on a topic of their choosing during a 30-minute 'drink run' to a local soda or treat vendor (Crumbl, Swig, etc.).

Will you take a ride with us to grab a treat and dish on your freshest angle, inspiring career story, or disruptive perspective? Our aim is simple: provide listeners with an honest, real, and relatively behind-the-scenes take on a subject of interest from an authority on the subject; and promote local business in the process. Listeners follow *Sweet Takes* because it's a reliable source for insider perspectives and actionable insights from experts in friendly and relatable format, and to get the scoop on good food and drinks in their neighborhood.

### **Sweet Takes Format**

*Sweet Takes* is filmed as a continuous scene with minimal editing in the cab of a vehicle, while en route to a local drink or treat shop. The routes we drive to predetermined establishments are chosen for their ease of navigation and relative lack of congestion. The format lends itself to a casual, conversational style interview that feels more like a couple of buddies taking a break and talking shop than a formal interview about a business topic. The tone is light, playful, and disarming, with an emphasis on organic and natural interaction.

We film with a single camera, mounted on the dashboard, and two microphones - one for you and one for the interviewer. We will film for the entirety of the trip, including the drink or treat ordering process. There will be some light direction before filming, but nothing for which you need to prepare.

The interview will begin with a few questions designed to both help the audience get to know you quickly and understand why they ought to pay attention to what you have to share. After the initial questions, the interviewer will ask you a single question designed to frame the rest of the discussion, and give you the opportunity to organically explore your predetermined topic.

## **PREPARATION**

### **Preparing Your Sweet Take**

We're excited for the opportunity to pick your brain, benefit from your experience, and gain a fresh perspective on something a lot of people are thinking about, talking about, or

searching for on the Web. Most of all, we're excited to get to know you better, and to provide an opportunity for our viewers to do so as well. As such, transparency and authenticity are the name of the game.

A Sweet Take goes beyond common knowledge or surface-level commentary by offering one of the following:

- **Distinct Angle:** A fresh, contrarian, or unexpected viewpoint on a topic the industry is already talking about. It makes the listener pause and think, "I hadn't considered that."
- **Actionable Insight:** A specific, practical takeaway or strategy derived from deep experience that listeners can immediately apply to their own work for real results.
- **Value-Driven Story:** A genuine, detailed narrative of a success or failure that clearly illustrates a valuable lesson, moving beyond basic facts to deliver essential wisdom.

The time is yours to share your Sweet Take, and your interviewer will introduce your topic through an open-ended question that you have us prepare ahead of time. **Your interviewer will ask follow-up questions to keep the conversation alive and provide you with the latitude to expound on your premise.**

Towards the end of the ride, the interviewer will ask a final question that essentially invites you to recommend actions the audience can take to apply or otherwise benefit from the insights you have shared.

## **Follow Up**

After capturing the raw interview footage, our team will edit the episode and provide you with a link to review and endorse before publication. We try to keep editing to a minimum, including filters, lighting adjustments, etc, so please review the wardrobe recommendations (we just want you to look fantastic on camera)!

## **Publication**

*Sweet Takes* episodes are published once per week, meaning there may be a short delay between when we film and when we release the episode for viewing on various platforms. The episodes will live in their entirety on the Big Leap public website and on the Big Leap YouTube Channel (or a Big Leap-owned YouTube channel under a different name, like Sweet Takes). The episode may also reside on other platforms, either in whole or in part, including but not limited to TikTok, Instagram, Spotify, and Apple Podcasts. We can make the episode available to you for publication on digital platforms you own as well, pending legal approval.

# WARDROBE

*A few simple tips to help you look and sound great on the recording.*

## **Color Recommendations (The most critical part)**

The goal is to stand out from the dark interior without being overly bright.

DO Wear:

- **Jewel Tones:** Deep, rich, solid colors like Sapphire Blue, Emerald Green, Teal, Royal Blue, or Burgundy/Maroon. These colors look luxurious and provide great contrast against a dark background.
- **Mid-Range Neutrals:** Colors like Medium Gray, Taupe, or Light/Creamy Beige will also "pop" against the dark truck interior.
- **Pastel or Medium Tones:** Pale blue, lavender, or light green work well as long as they are not so light that they bloom white on camera.

AVOID:

- **Solid Black or Very Dark Gray/Navy:** These colors will cause the guest to blend into the shadows of the truck's interior.
- **Pure White:** White can cause your camera to incorrectly adjust its exposure, making your guest's face look too dark or giving the clothing a distracting "glow." An off-white or cream is safer.
- **Intense Bright Colors:** Neon, hot pink, or fire engine red can "bleed" on the camera, creating an unflattering color cast on the face.

## **Pattern & Fabric Tips**

DO Opt For:

- **Solid Colors or Very Subtle Textures:** Solid colors are always the safest and most professional choice on video.
- **Matte Fabrics:** Cotton, wool, or standard jersey knits absorb light better.

AVOID:

- **Small, Tight Patterns:** Narrow stripes, houndstooth, small checks, or herringbone can cause a distracting, wavy effect on screen (moiré effect).
- **Large, Busy, or High-Contrast Patterns:** These pull the viewer's focus away from the guest's face.
- **Shiny/Reflective Fabrics:** Silk, satin, or highly glossy synthetic materials can catch the light and create distracting hot spots or glare.

## **Accessories & Audio**

Since you're in a confined space with a microphone, audio quality is key.

AVOID:

- Noisy Jewelry: Dangling earrings, stacked bracelets, or long necklaces that might tap against the microphone or table. Audio is king!
- Hats or Scarves: These can cast shadows over the face or muffle the voice.

If you have any additional questions, don't hesitate to reach out to the Big Leap team. Looking forward to having you on the podcast soon!