

The Capability Statement Video Checklist

16 Things Every Government Contractor Must Get Right Before Submitting a Bid Video

In a competitive bidding process, a capability-statement video can be the difference between blending in and winning the contract. But a rushed or poorly planned video can hurt you more than help. Use this checklist before you submit to make sure your video is doing everything it should — for you and for the procurement officer reviewing it.

A. Before You Start Filming

- ☐ Defined which specific contract or RFP this video supports
- ☐ Identified the 2–3 key differentiators you want procurement officers to remember
- ☐ Confirmed compliance requirements (file format, length limits, submission portal specs)
- ☐ Gathered past performance data and metrics (contract values, on-time delivery rates, satisfaction scores)

B. Content & Story

- ☐ Leads with the problem the agency is trying to solve — not just your company history
- ☐ Features real team members and leadership, not just stock footage
- ☐ Includes specific, quantifiable past performance (dollar amounts, timelines, results)
- ☐ Shows equipment, facilities, or certifications relevant to the scope of work
- ☐ Ends with a clear statement of why you're the right partner for this specific contract

C. Production Quality

- ☐ Professional audio — no echo, wind noise, or inconsistent levels
- ☐ Consistent, well-lit visuals — no amateur lighting or shaky footage
- ☐ On-screen graphics/text reinforcing key stats and certifications
- ☐ Closed captions/subtitles included for accessibility and silent playback

D. Before You Submit

- ☐ Video length matches the RFP requirements exactly
- ☐ File format and file size comply with the submission portal's specs
- ☐ Reviewed by someone outside your company for clarity and impact

Ready to Stop Blending In?

H7 Creative helps government contractors turn their capabilities into a story that wins contracts — backed by over 50 years of combined production experience and 24 Emmy Awards. If checking these boxes feels like a lot to manage alone, that's exactly what we're here for.



[Schedule a Free Consultation at h7creative.com](https://h7creative.com)