

RTOpacks — Video Asset Shopping Guide

Envato procurement spec · 20 March 2026

Format Specifications

	Landscape (Desktop)	Portrait (Mobile)
Dimensions	1920 × 1080 px (16:9)	1080 × 1920 px (9:16)
Format	MP4, H.264	MP4, H.264
Duration	10–20 seconds	10–20 seconds
Loop	Seamless preferred	Seamless preferred
Audio	None (plays muted)	None (plays muted)
Filename	hero-1.mp4 → hero-10.mp4	hero-1-mobile.mp4 → hero-10-mobile.mp4
Upload to	media.rtopacks.com.au/videos/	media.rtopacks.com.au/videos/

Total: **20 clips** — 10 landscape + 10 portrait. One of each per theme.

The 10 Themes

01	Transport & Logistics	Packages: MAR, TLI	Files: hero-1.mp4 + hero-1-mobile.mp4
Context	Maritime, road transport, freight, warehousing, logistics operations		
Search terms	<i>logistics warehouse transport truck freight maritime cargo</i>		
Note	Avoid: passenger cars, cycling, abstract motion		
02	Education & Training	Packages: TAE, BSB (general)	Files: hero-2.mp4 + hero-2-mobile.mp4
Context	Classroom, workshop training, adult learning, professional development		
Search terms	<i>adult education training workshop classroom instructor learners</i>		
Note	Avoid: school children, university lecture halls		
03	Agriculture & Environment	Packages: ACM, AHC, AMP, SFI	Files: hero-3.mp4 + hero-3-mobile.mp4
Context	Farming, horticulture, animal care, sustainability, outdoor environments		
Search terms	<i>agriculture farm horticulture sustainability outdoor environment harvest</i>		
Note	Avoid: generic nature/landscape without human activity		
04	Health & Care	Packages: CHC, HLT	Files: hero-4.mp4 + hero-4-mobile.mp4
Context	Hospital, aged care, community care, disability support, healthcare workers		

Search terms *healthcare aged care community care nursing hospital carer*

Note Avoid: surgery, graphic medical procedures

05 Tourism & Hospitality

Packages: AVI, SIT

Files: hero-5.mp4 +
hero-5-mobile.mp4

Context Hotel, restaurant, aviation, tourism, events, food service

Search terms *hospitality hotel restaurant aviation tourism events barista*

Note Avoid: generic travel/holiday footage without service context

06 Construction & Trades

Packages: CPC, MEM, MSM,
UEE

Files: hero-6.mp4 +
hero-6-mobile.mp4

Context Construction site, building trades, welding, electrical, plumbing, manufacturing

Search terms *construction trades welding electrical building site manufacturing*

Note Avoid: demolition, unsafe work practices

07 Technology & Automotive

Packages: AUR, ICT, MEA

Files: hero-7.mp4 +
hero-7-mobile.mp4

Context IT, digital technology, automotive workshop, electronics, coding

Search terms *technology IT automotive workshop digital coding electronics*

Note Avoid: dated 90s tech aesthetic, gaming

08 Creative Arts

Packages: CUA, MSF, MST

Files: hero-8.mp4 +
hero-8-mobile.mp4

Context Design studio, visual arts, fashion, screen/media, textiles

Search terms *design studio creative arts fashion visual media screen production*

Note Avoid: fine art galleries, abstract art

09 Resources & Infrastructure

Packages: CPP, FBP, RGR, RII,
SIS

Files: hero-9.mp4 +
hero-9-mobile.mp4

Context Mining, resources, property operations, sport/recreation facilities, food processing

Search terms *mining resources infrastructure facilities sport recreation*

Note Avoid: construction (use hero-6 for that)

10 Business & Finance

Packages: BSB, FNS, PSP

Files: hero-10.mp4 +
hero-10-mobile.mp4

Context Office, professional services, finance, public sector, administration

Search terms *business office professional finance workplace administration*

Note Avoid: stock trading floors, Wall Street clichés

Upload & Naming Convention

Upload all files to the R2 bucket at media.rtopacks.com.au/videos/. Use exact filenames as specified — the video_themes table in rtopacks-db maps training package codes to these URLs. Landscape files replace existing hero-1 through hero-10. Portrait files are new additions (hero-1-mobile through hero-10-mobile). Note: hero-11, hero-12, hero-13 are legacy — not needed for this purchase.

Notes on hero-6 (Construction) vs hero-9 (Resources)

Currently both themes share the same video file. This purchase is the opportunity to differentiate them. Construction (hero-6) = building sites, tools, trades workers on site. Resources & Infrastructure (hero-9) = mining operations, facilities management, food processing, sport & recreation facilities. Distinct visual worlds.