

Mendoza Media LLC *presents...*

2007 IABC Heritage Region Conference Session:

Leveraging “Moving Images” for Today’s Demands



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Leveraging “Moving Images” For Today’s Demands

Introduction

General Project Preparation

“Moving Images” New Technology Terminology

Overview of Creative Elements

Leveraging Creative Elements

Case Study #1

Case Study #2

Case Study #3

Summary

Q&A



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Leveraging “Moving Images” For Today’s Demands

General Project Preparation

Establish:

- ▶ **Communication objectives**
- ▶ **Target audience**
- ▶ **How finished piece will be distributed for viewing
i.e., projected on screen, website, DVD**

Plan Timing:

- ▶ **Creative development**
- ▶ **Creative approvals**
- ▶ **Taping schedules**
- ▶ **Editing and approvals of edits**
- ▶ **Transferring into desired digital format**



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“Moving Images” New Technology Terminology

Creation Formats

HD 1080i or 720p
DVCPRO HD
DVCPRO 50 or 25
Tapeless Workflow
Digital Betacam
Beta SP
HDV
DV
16mm or 35mm Film



Delivery Formats

DVD
Flash Video
QuickTime
Windows Media File
...and occasionally Video Tape



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Overview of Creative Elements

ELEMENTS:

Overall Creative Approach
On-camera Talent
Content
Filming Approach
Graphics and Animation
Special Effects
Locations/Backgrounds
B-Roll
Sound Design/Music



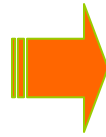
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Leveraging Creative Elements

ASK THE QUESTIONS:



Does this creative choice achieve and/or reinforce communication objectives?

Does it help address a specific challenge?



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Three Case Studies

**Leveraging all creative elements
to successfully meet
communication objectives...**



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Case Study # 1

Background

- **A global investment bank formed through a series of mergers wanted to align employees under one common culture.**
- **PowerPoint presentation outlined details and importance of defining a new cohesive culture. Seven core values were focal point encapsulating new culture.**
- **Video was needed to explain and demonstrate the critical need for common set of values to employees.**



Case Study # 1

Project Specifics

Objectives

- a. Help effect behavior and attitude change
- b. Educate on new culture in engaging/inspiring way
- c. Communicate seven core values
- d. Make business case for new culture
- e. Help create cohesive mindset
- f. Breaking away from past, starting something new

Challenges

- a. Turn static PowerPoint into motivationally charged “moving images” video
- b. Define, personalize and create relevancy for each core value
- c. Communicate agreement and buy-in among senior level executives and middle management alike.



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Case Study # 1

Creative Choice(s)

What creative choice(s) will help meet communication objectives and/or address challenges?

Objectives

- a. Help effect behavior and attitude change
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Case Study # 1

VIDEO CLIP



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Case Study # 1

Creative Choice(s)

Overall Creative Approach

Conversational interviews woven together with graphic animation.

Objectives

- a. Help effect behavior and attitude change
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Case Study # 1

Creative Choice(s)

On-Camera Talent

Executive Interviews:

Senior level executives
and middle management
from various legacy firms.

Objectives

- a. Help effect behavior and attitude change
- b. Educate on new culture in engaging/inspiring way
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Case Study # 1

Creative Choice(s)

Content

Interviewees were asked same questions.

Sentences edited by inter-cutting many voices together.

Objectives

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Case Study # 1

Creative Choice(s)

Content

Interviewees' personal interpretations of each core value.

Objectives

- a. Help effect behavior and attitude change
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Case Study # 1

Creative Choice(s)

Content

Negative questioning.

Examples:

- What happens if we don't define culture and nurture?
- What can go wrong?
- What opportunity is lost? What does that look like?

Objectives

- a. Help effect behavior and attitude change
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Case Study # 1

Creative Choice(s)

Graphics

Opening “blueprint” animation inspired by PowerPoint quote.

“Blueprint” graphic used in core value transition bumpers.

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Case Study # 1

Creative Choice(s)

Filming Style

Crisp, clean look through use of back light or contrasting background to separate interviewees from environment

Filming Style/Locations

Leveraged offices' architectural details/décor to create visual interest

Filming Style/Camera

Broader topic interviews: eyes off camera, stationary camera

Personal interpretation of values: direct eye contact, hand held camera

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Case Study # 1

Creative Choice(s)

B-Roll

**People working together
in offices, conference
rooms, and hallways:**

**Supported the “people”
emphasis of the new
culture**

Objectives

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Case Study # 1

Creative Choice(s)

Sound Design

Percussion heavy music set energetic mood in opening “blueprint” animation.

Music shifts throughout to create sense of movement and energy.

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Case Study # 1

Creative Choice(s)

Humor

Humor leveraged at end “the 8th core value” – opportunity to reinforce the seven core values by poking fun at them.

(Humor creates a sense of community among audience members and brings levity).

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Case Study # 1

VIDEO CLIP



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Case Study # 2

Background

A medical services non-profit organization needed a video to:

- **Educate and raise awareness for an inherited blood disorder, Sickle Cell Disease, and**
- **Motivate prospective African American blood donors**



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Case Study # 2

Project Specifics

Objectives

- a. Raise awareness and educate about Sickle Cell Disease
- b. Motivate prospective African American blood donors
- c. Reach teen through adult audiences
- d. Present as a unique community medical issue

Challenges

- a. Strike balance between intellectual info and emotional stories
- b. Cohesively present statistics, medical POV, and personal stories
- c. Resonate across various audience ages
- d. Give a sense of community



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Case Study # 2

Creative Choice(s)

What creative choice(s) will help meet communication objectives and/or address challenges?

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Case Study # 2

VIDEO CLIP



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Case Study # 2

Creative Choice(s)

Overall Creative Approach

Documentary Style with
Time Lapse Graphic
Bumpers

Objectives

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Case Study # 2

Creative Choice(s)

On-Camera Talent/Content

Sickle Cell Patients, With Families, and Friends

- ▶ Female, mid-30's with son & mother
- ▶ Teen boy w/mother and friend
 - Fragile bridge between life and death
 - Personal challenges of Sickle Cell
 - Perspectives on life, family, community, personal responsibilities

Medical Professional

- ▶ AA doctor w/Sickle Cell medical expertise
 - Science behind need for precise match donations from AA population

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Case Study # 2

Creative Choice(s)

Content

Title:

“Your Blood Could Be My Blood”

Objectives

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Challenges

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Case Study # 2

Creative Choice(s)

Content

News footage of female patient in hospital

- Strengthened sense of urgency
- Presented some medical facts
- Showed effects on family members

Objectives

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Challenges

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Case Study # 2

Creative Choice(s)

**Content +
Graphics/Special Effects
+ Locations
+ Sound Design**

Factoid Bumpers:

- Statistics on Sickle Cell
- Time Lapse photography
- Familiar neighborhoods
- Urban hip hop style music

Objectives

- Raise awareness and educate about Sickle Cell Disease
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Case Study # 2

Creative Choice(s)

Locations

**Patients' homes,
nearby neighborhoods
and playgrounds.**

**Medical facilities, i.e.,
offices and labs.**

Objectives

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- b. Motivate prospective African American blood donors
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Challenges

- a. Strike balance between intellectual info and emotional stories
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Case Study # 2

Creative Choice(s)

Overall Sound Design

Music included juxtaposing styles from scene to scene supporting the on-screen subject matter:

- Doctor/lab scenes – music with tension and urgency
- Teen patient with mother – uplifting music
- Female patient and son – no music, adds playground sounds, changes to dramatic music

Objectives

- Raise awareness and educate about Sickle Cell Disease
- Motivate prospective African American blood donors
- Reach teen through adult audiences
- Present as a unique community medical issue

Challenges

- Strike balance between intellectual info and emotional stories
- Cohesively present statistics, medical POV, and personal stories
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Case Study # 2

Creative Choice(s)

Filming Style

Stationary camera interviews juxtaposed against hand held camera scenes for B-roll.

Time lapse photography for factoid bumpers.

Objectives

- a. Raise awareness and educate about Sickle Cell Disease
- b. Motivate prospective African American blood donors
- c. Reach teen through adult audiences
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Challenges

- a. Strike balance between intellectual info and emotional stories
- b. Cohesively present statistics, medical POV, and personal stories
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Case Study # 2

Creative Choice(s)

B-Roll

Doctor interacting with other medical professionals on-site in labs.

Patients interacting with other family members and friends in community neighborhoods, i.e., playground, park, and basketball court.

Objectives

- a. Raise awareness and educate about Sickle Cell Disease
- b. Motivate prospective African American blood donors
- c. Reach teen through adult audiences
- d. Present as a unique community medical issue

Challenges

- a. Strike balance between intellectual info and emotional stories
- b. Cohesively present statistics, medical POV, and personal stories
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Case Study # 2

VIDEO CLIP



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Case Study # 2 – 2nd Version

**2nd
Project:
New
Specifics**

Additional Objectives

- a. Broaden audience to include prospective Spanish speaking blood donors for Sickle Cell Disease
- b. Leverage existing video footage



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Case Study # 2 – 2nd Version

Creative Choice(s)

Sound Design/Graphics

Spanish speaking
voice-overs in
biography style.

Text in graphics was
changed to Spanish.

Additional Objectives

- a. Broaden audience to include Spanish speaking prospective blood donor for Sickle Cell Disease
- b. Leverage existing video footage



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Case Study # 2 – 2nd Version

VIDEO CLIP



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Case Study # 3

Background

- **A global private wealth management company created a re-branding campaign based upon extensive research of their target client base.**
- **Corresponding advertising was developed to reach this target.**
- **A video was needed to introduce and educate financial advisors and support staff on this new communication initiative**



Case Study # 3

Project Specifics

Objectives

- a. Introduce re-branding campaign
- b. Explains origins and relevancy
- c. Communicate key executives' support
- d. Obtain "buy-in" of financial advisors and support staff

Challenges

- a. Explain/gain acceptance of:
 - Supporting factual data
 - Ideas and concepts
 - Language
 - Symbolism
- b. Demonstrate how campaign relates to clients, advisors and interconnection between them
- c. Communicate agreement and buy-in among senior level executives and middle management alike



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Case Study # 3

Creative Choice(s)

What creative choice(s) will help meet communication objectives and/or address challenges?

Objectives

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Case Study # 3

VIDEO CLIP



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Case Study # 3

Creative Choice(s)

Overall Creative Approach

Studio interviews of executives with graphic animation integrated throughout.

Objectives

- a. Introduce re-branding campaign
- b. Explains origins and relevancy
- c. Communicate key executives' support
- d. Obtain "buy-in" of financial advisors and support staff

Challenges

- a. Explain/gain acceptance of:
 - Supporting factual data
 - Ideas and concepts
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- b. Demonstrate how campaign relates to clients, advisors and interconnection between them
- c. Bring re-branding campaign to life without showing soon to be released advertising



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Case Study # 3

Creative Choice(s)

On-Camera Talent

Executive spokesperson
and executive interviews.

Objectives

- a. Introduce re-branding campaign
- b. Explains origins and relevancy
- c. Communicate key executives' support
- d. Obtain "buy-in" of financial advisors and support staff

Challenges

- a. Explain/gain acceptance of:
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Case Study # 3

Creative Choice(s)

Content

Language expressed by executives purposely included terminology from re-branding campaign.

Consumer research data integrated into graphic animation.

Objectives

- a. Introduce re-branding campaign
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Case Study # 3

Creative Choice(s)

Graphics/Graphic Animation

“Gears” animation used several ways:

- Spokesperson interaction with “gears” animation
- Logo animation/logo lock-up
- Manifesto animation

Research data animation integrating text and ad’s still photography.

Objectives

- Introduce re-branding campaign
- Explains origins and relevancy
- Communicate key executives’ support
- Obtain “buy-in” of financial advisors and support staff

Challenges

- Explain/gain acceptance of:
 - Supporting factual data
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- Demonstrate how campaign relates to clients, advisors and interconnection between them
- Bring re-branding campaign to life without showing soon to be released advertising



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Case Study # 3

Creative Choice(s)

Filming Style

Spokesperson and executives filmed against white background with low wide angle lens.

In keeping with look and feel of upcoming ad campaign.

Objectives

- a. Introduce re-branding campaign
- b. Explains origins and relevancy
- c. Communicate key executives' support
- d. Obtain "buy-in" of financial advisors and support staff

Challenges

- a. Explain/gain acceptance of:
 - Supporting factual data
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- b. Demonstrate how campaign relates to clients, advisors and interconnection between them
- c. Bring re-branding campaign to life without showing soon to be released advertising



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Case Study # 3

Creative Choice(s)

Sound Design

Music enhanced graphic animation and spokesperson segments.

Multiple voices used for research and manifesto animations.

Executive interviews were voices only.

Objectives

- a. Introduce re-branding campaign
- b. Explains origins and relevancy
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- d. Obtain "buy-in" of financial advisors and support staff

Challenges

- a. Explain/gain acceptance of:
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- b. Demonstrate how campaign relates to clients, advisors and interconnection between them
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Case Study # 3

VIDEO CLIP



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Leveraging “Moving Images” For Today’s Demands

SUMMARY



Mendoza Media LLC

Moving images that move your business. SM

Leveraging “Moving Images” For Today’s Demands

Q&A



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Mendoza Media LLC presents...

2007 IABC Heritage Region Conference Session:

Leveraging “Moving Images” for Today’s Demands

Introduction

- Deconstructing Corporate “Moving Images”

General Project Preparation

- Establish communication objectives, target audience, and how finished piece will be viewed
- Create timeline for creative development, creative approvals, taping schedule, editing, approvals of edits, transferring into needed digital format

“Moving Images” New Technology Terminology

- “Moving images” creation formats, delivery formats

Overview of Creative Elements

Overall Creative Approach

- Documentary style, studio, dramatic, comedy, re-enactment

On-camera Talent

- Actors; “real people”, i.e., executives, staff, customers, or others; visual montage

Content

- Script, dialogue, text and titles, imagery

Filming approaches

- Stationary camera, moving camera, single camera/multiple cameras, green screen, lighting

Graphics and Animation

- Titles, lower thirds, text animation, montage animation, 2D, 3D

Special effects

- Time lapse, flash frames, multiple windows or images, focus manipulation

Locations/Backgrounds

- On-site locations (e.g., office, medical facility, manufacturing facility), studio, exteriors, other environments

B-Roll

- Working environments, people interaction, visual landscape, thoughtful moments, establishment of place, showing brand

Sound Design/Music

- Stock music, original music, sound effects, voice over

Leveraging Creative Elements in “Moving Images”

When determining which creative elements to choose, ask the questions:

- Does this choice achieve and/or reinforce communication objectives?
- Does this choice help address a specific challenge?

Deconstructing Corporate “Moving Images” Three Case Studies

Case Study #1

A global investment bank formed through a series of mergers wanted to align employees under one common culture. A PowerPoint presentation was developed to outline the details and the importance of defining a new cohesive culture. Seven core values were the focal point encapsulating the new culture. A video was needed to explain and demonstrate the critical need for all employees to have a common set of values.

Creative Choice(s)	▶	Objectives	Challenges
<p>What creative choice(s) will help meet these communication objectives and/or address these challenges?</p>	▶	<ul style="list-style-type: none"> a. Help effect a change in behavior and attitude. b. Educate employees on new culture in an engaging and inspiring way. c. Communicate the seven core values. d. Make the business case for the organization to focus on culture. e. Help create cohesive mindset that this is the right path and everyone is moving down this path together. f. Convey a feeling of breaking away from past, of building something new. 	<ul style="list-style-type: none"> a. Turn ideas and concepts from static PowerPoint into motivationally charged “moving images” video. b. Define, personalize and create relevancy for each core value. c. Communicate agreement and buy-in for new culture among senior level executives and middle management alike.

[VIDEO CLIP SHOWN]

Creative Choice(s) Made	▶	Objectives Addressed	Challenges Addressed
<p><u>Overall Creative Approach</u></p> <p>Conversational interviews woven together with graphic animation.</p>	▶	<ul style="list-style-type: none"> a. Help effect behavior/attitude change. b. Educate on new culture in engaging/inspiring way. c. Communicate 7 core values. d. Make business case for new culture. e. Help create cohesive mindset. f. Breaking away from past, building something new. 	<ul style="list-style-type: none"> a. Turn static PowerPoint into motivationally charged “moving images” video. b. Define, personalize and create relevancy for each core value. c. Communicate agreement and buy-in among senior level executives and middle management alike.
<p><u>On-Camera Talent</u></p> <p>Executive Interviews:</p> <p>Senior level executives and middle management from various legacy firms.</p>	▶	<ul style="list-style-type: none"> a. Help effect behavior/attitude change. b. Educate on new culture in engaging/inspiring way. c. Communicate 7 core values. d. Make business case for new culture. e. Help create cohesive mindset. f. Breaking away from past, building something new 	<ul style="list-style-type: none"> a. Turn static PowerPoint into motivationally charged “moving images” video. b. Define, personalize and create relevancy for each core value. c. Communicate agreement and buy-in among senior level executives and middle management alike.

Creative Choice(s) Made	▶ Objectives Addressed	Challenges Addressed
<p><u>Content</u></p> <p>Interviewees were asked same questions.</p> <p>Sentences edited by inter-cutting many voices together.</p>	<ul style="list-style-type: none"> a. Help effect behavior/attitude change. b. Educate on new culture in engaging/inspiring way. c. Communicate 7 core values. d. Make business case for new culture. e. Help create cohesive mindset. f. Breaking away from past, building something new. 	<ul style="list-style-type: none"> a. Turn static PowerPoint into motivationally charged "moving images" video. b. Define, personalize and create relevancy for each core value. c. Communicate agreement and buy-in among senior level executives and middle management alike.
<p><u>Content</u></p> <p>Interviewees' personal interpretations of each core value.</p>	<ul style="list-style-type: none"> a. Help effect behavior/attitude change. b. Educate on new culture in engaging/inspiring way. c. Communicate 7 core values. d. Make business case for new culture. e. Help create cohesive mindset. f. Breaking away from past, building something new. 	<ul style="list-style-type: none"> a. Turn static PowerPoint into motivationally charged "moving images" video. b. Define, personalize and create relevancy for each core value. c. Communicate agreement and buy-in among senior level executives and middle management alike.
<p><u>Content:</u></p> <p>Negative questioning.</p> <p>Examples:</p> <ul style="list-style-type: none"> - What happens if bank doesn't define culture and nurture? - What can go wrong? - What is the opportunity lost? What does that look like? 	<ul style="list-style-type: none"> a. Help effect behavior/attitude change. b. Educate on new culture in engaging/inspiring way. c. Communicate 7 core values. d. Make business case for new culture. e. Help create cohesive mindset. f. Breaking away from past, building something new. 	<ul style="list-style-type: none"> a. Turn static PowerPoint into motivationally charged "moving images" video. b. Define, personalize and create relevancy for each core value. c. Communicate agreement and buy-in among senior level executives and middle management alike.
<p><u>Graphics:</u></p> <p>Opening "Blueprint" animation inspired by PowerPoint quote.</p> <p>"Blueprint" graphic used in core value transition bumpers.</p>	<ul style="list-style-type: none"> a. Help effect behavior/attitude change. b. Educate on new culture in engaging/inspiring way. c. Communicate 7 core values. d. Make business case for new culture. e. Help create cohesive mindset. f. Breaking away from past, building something new. 	<ul style="list-style-type: none"> a. Turn static PowerPoint into motivationally charged "moving images" video. b. Define, personalize and create relevancy for each core value. c. Communicate agreement and buy-in among senior level executives and middle management alike.

Creative Choice(s) Made	▶ Objectives Addressed	Challenges Addressed
<p><u>Filming Style</u> Crisp clean look achieved through use of back light or contrasting background to separate interviewee from environment.</p> <p><u>Filming Style/Locations</u> Leveraged offices' architectural details/décor to create visual interest, e.g., interior and exterior windows in visual compositions.</p> <p><u>Filming Style/Camera</u> Broader topic interviews with eye contact slightly off camera – stationary camera.</p> <p>“Personal interpretation of values” interviews with direct eye contact to camera – hand held camera.</p>	<ul style="list-style-type: none"> a. Help effect behavior/attitude change. b. Educate on new culture in engaging/inspiring way. c. Communicate 7 core values. d. Make business case for new culture. e. Help create cohesive mindset. f. Breaking away from past, building something new 	<ul style="list-style-type: none"> a. Turn static PowerPoint into motivationally charged “moving images” video. b. Define, personalize and create relevancy for each core value. c. Communicate agreement and buy-in among senior level executives and middle management alike.
<p><u>B-Roll</u></p> <p>People working together in offices, conferences and hallways</p> <p>- Supported the “people” emphasis of the new culture.</p>	<ul style="list-style-type: none"> a. Help effect behavior/attitude change. b. Educate on new culture in engaging/inspiring way. c. Communicate 7 core values. d. Make business case for new culture. e. Help create cohesive mindset. f. Breaking away from past, building something new. 	<ul style="list-style-type: none"> a. Turn static PowerPoint into motivationally charged “moving images” video. b. Define, personalize and create relevancy for each core value. c. Communicate agreement and buy-in among senior level executives and middle management alike.
<p><u>Sound Design</u></p> <p>Percussion heavy music set energetic mood in opening “Blueprint” animation.</p> <p>Music shifts throughout create sense of movement and energy</p>	<ul style="list-style-type: none"> a. Help effect behavior/attitude change. b. Educate on new culture in engaging/inspiring way. c. Communicate 7 core values. d. Make business case for new culture. e. Help create cohesive mindset. f. Breaking away from past, building something new 	<ul style="list-style-type: none"> a. Turn static PowerPoint into motivationally charged “moving images” video. b. Define, personalize and create relevancy for each core value. c. Communicate agreement and buy-in among senior level executives and middle management alike.
<p><u>Humor</u></p> <p>Humor leveraged at end “The 8th core value” – opportunity to reinforce the seven core values by poking fun at them.</p> <p>(Humor creates a sense of community among audience members and brings levity).</p>	<ul style="list-style-type: none"> a. Help effect behavior/attitude change. b. Educate on new culture in engaging/inspiring way. c. Communicate 7 core values. d. Make business case for new culture. e. Help create cohesive mindset. f. Breaking away from past, building something new 	<ul style="list-style-type: none"> a. Turn static PowerPoint into motivationally charged “moving images” video. b. Define, personalize and create relevancy for each core value. c. Communicate agreement and buy-in among senior level executives and middle management alike.

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Case Study # 2

A medical services non-profit organization needed a video to educate and raise awareness for an inherited blood disorder, Sickle Cell Disease, and motivate prospective blood donors.

Creative Choice(s)	▶ Objectives	Challenges
What creative choice(s) will help meet these communication objectives and/or address these challenges?	<ul style="list-style-type: none"> a. Raise awareness/educate about Sickle Cell Disease b. Motivate prospective African American blood donors c. Reach teen thru adult audiences d. Present as a unique community medical issue 	<ul style="list-style-type: none"> a. Strike balance between intellectual info and emotional stories b. Cohesively present statistics, medical POV, personal stories c. Resonate across various audience ages d. Give a sense of community

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Creative Choice(s) Made	▶ Objectives	Challenges
<p><u>Overall Creative Approach</u></p> <p>Documentary style with time lapse graphic bumpers.</p>	<ul style="list-style-type: none"> a. Raise awareness/educate about Sickle Cell Disease b. Motivate prospective AA blood donors c. Reach teen thru adult audiences d. Present as a unique community medical issue 	<ul style="list-style-type: none"> a. Strike balance between intellectual info and emotional stories b. Cohesively present statistics, medical POV, personal stories c. Resonate across various audience ages d. Give a sense of community

<p><u>On-camera Talent/Content</u></p> <p>Sickle Cell Patients, with Families, and Friends</p> <ul style="list-style-type: none"> ▶ Female, mid-30's with son and mother ▶ Teen boy with his mother and his friend <ul style="list-style-type: none"> - Fragile bridge between life and death and how blood donations make a direct impact. - Personal challenges of Sickle Cell Disease - Perspectives on life, family, community and personal responsibilities <p>Medical Professional</p> <ul style="list-style-type: none"> ▶ African American doctor with Sickle Cell medical expertise <ul style="list-style-type: none"> - Science behind need for precise match donations from AA population 	<ul style="list-style-type: none"> a. Raise awareness/educate about Sickle Cell Disease b. Motivate prospective AA blood donors c. Reach teen thru adult audiences d. Present as a unique community medical issue 	<ul style="list-style-type: none"> a. Strike balance between intellectual info and emotional stories b. Cohesively present statistics, medical POV, personal stories c. Resonate across various audience ages d. Give a sense of community
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Creative Choice(s) Made	▶ Objectives	Challenges
<p><u>Content</u></p> <p><u>Title</u></p> <p>“Your Blood Could Be My Blood”</p>	<ul style="list-style-type: none"> a. Raise awareness/educate about Sickle Cell Disease b. Motivate prospective AA blood donors c. Reach teen thru adult audiences d. Present as a unique community medical issue 	<ul style="list-style-type: none"> a. Strike balance between intellectual info and emotional stories b. Cohesively present statistics, medical POV, personal stories c. Resonate across various audience ages d. Give a sense of community
<p><u>Content</u></p> <p>News footage of female patient in hospital.</p> <ul style="list-style-type: none"> – strengthened sense of urgency, near death situation, – presented some medical facts – showed effects of Sickle Cell Disease across family members 	<ul style="list-style-type: none"> a. Raise awareness/educate about Sickle Cell Disease b. Motivate prospective AA blood donors c. Reach teen thru adult audiences d. Present as a unique community medical issue 	<ul style="list-style-type: none"> a. Strike balance between intellectual info and emotional stories b. Cohesively present statistics, medical POV, personal stories c. Resonate across various audience ages d. Give a sense of community
<p><u>Content + Graphics/Special Effects + Locations + Sound Design</u></p> <p>Factoid Bumpers:</p> <p><i>Content:</i> Statistics on Sickle Cell</p> <p><i>Graphics/Special Effects and Locations:</i> Time Lapse photography of familiar neighborhood scenes.</p> <p><i>Sound design:</i> Urban hip hop music similar to actual sounds heard in neighborhood locations.</p>	<ul style="list-style-type: none"> a. Raise awareness/educate about Sickle Cell Disease b. Motivate prospective AA blood donors c. Reach teen thru adult audiences d. Present as a unique community medical issue 	<ul style="list-style-type: none"> a. Strike balance between intellectual info and emotional stories b. Cohesively present statistics, medical POV, personal stories c. Resonate across various audience ages d. Give a sense of community
<p><u>Locations</u></p> <p>Patients’ homes, nearby neighborhood parks and playgrounds.</p> <p>Medical facilities, i.e., offices and labs.</p>	<ul style="list-style-type: none"> a. Raise awareness/educate about Sickle Cell Disease b. Motivate prospective AA blood donors c. Reach teen thru adult audiences d. Present as a unique community medical issue 	<ul style="list-style-type: none"> a. Strike balance between intellectual info and emotional stories b. Cohesively present statistics, medical POV, personal stories c. Resonate across various audience ages d. Give a sense of community

Creative Choice(s) Made	▶ Objectives	Challenges
<p><u>Overall Sound Design</u></p> <p>Music included juxtaposing different styles from scene to scene supporting the on-screen subject matter. Examples:</p> <ul style="list-style-type: none"> - Doctor/lab scenes – music with tension and urgency - Teen patient and mother - uplifting music - Female patient and son – one scene started with no music, added playground sounds, changed to dramatic music. 	<ul style="list-style-type: none"> a. Raise awareness/educate about Sickle Cell Disease b. Motivate prospective AA blood donors c. Reach teen thru adult audiences d. Present as a unique community medical issue 	<ul style="list-style-type: none"> a. Strike balance between intellectual info and emotional stories b. Cohesively present statistics, medical POV, personal stories c. Resonate across various audience ages d. Give a sense of community
<p><u>Filming Style</u></p> <p>Stationary camera during interviews juxtaposed against hand held for B-roll.</p> <p>Time lapse photography for factoid bumpers.</p>	<ul style="list-style-type: none"> a. Raise awareness/educate about Sickle Cell Disease b. Motivate prospective AA blood donors c. Reach teen thru adult audiences d. Present as a unique community medical issue 	<ul style="list-style-type: none"> a. Strike balance between intellectual info and emotional stories b. Cohesively present statistics, medical POV, personal stories c. Resonate across various audience ages d. Give a sense of community
<p><u>B-Roll</u></p> <p>Doctor interacting with lab technicians and other medical personnel on-site in labs.</p> <p>Patients interacting with other family members and friends set in community neighborhoods, i.e., playground, park, basketball court.</p>	<ul style="list-style-type: none"> a. Raise awareness/educate about Sickle Cell Disease b. Motivate prospective AA blood donors c. Reach teen thru adult audiences d. Present as a unique community medical issue 	<ul style="list-style-type: none"> a. Strike balance between intellectual info and emotional stories b. Cohesively present statistics, medical POV, personal stories c. Resonate across various audience ages d. Give a sense of community

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Case Study #2 – 2nd Project

Additional Objectives:

- a. Broaden audience to include prospective Spanish speaking blood donors for Sickle Cell Disease
- b. Leverage existing video footage

Sound Design/Graphics Changes:

- The video was edited with Spanish speaking voice-overs in biography style.
- Text in graphics was changed to Spanish.

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Case Study #3

A global private wealth management company created a re-branding campaign based upon extensive research of their target client base. Corresponding advertising was developed to reach this target. A video was needed to introduce and educate financial advisors and support staff on this new communication initiative.

Creative Choice(s)	Objectives	Challenges
What creative choice(s) will help meet these communication objectives and/or address these challenges?	<ul style="list-style-type: none"> a. Introduce new re-branding campaign b. Explain origins and relevancy c. Communicate key executives' support d. Obtain "buy-in" of financial advisors and support staff 	<ul style="list-style-type: none"> a. Explain and gain acceptance of campaign's multiple facets: <ul style="list-style-type: none"> • Supporting factual data • Ideas and concepts • Language • Symbolism b. Demonstrate how re-branding campaign relates to clients, advisors and the interconnection between them c. Bring re-branding campaign to life without showing soon to be released advertising

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Creative Choice(s) Made	Objectives	Challenges
<p><u>Overall Creative Approach</u></p> <p>Studio interviews of executives with graphic animation integrated throughout.</p>	<ul style="list-style-type: none"> a. Introduce re-branding campaign b. Explain origins/relevancy c. Communicate key executives' support d. Obtain "buy-in" of financial advisors and support staff 	<ul style="list-style-type: none"> a. Explain/gain acceptance of: <ul style="list-style-type: none"> • Supporting factual data • Ideas and concepts • Language • Symbolism b. Demonstrate how campaign relates to clients, advisors and the interconnection between them c. Bring re-branding campaign to life without showing soon to be released advertising

<p><u>On-Camera Talent</u></p> <p>Executive spokesperson and executive interviews.</p>	<ul style="list-style-type: none"> a. Introduce re-branding campaign b. Explain origins/relevancy c. Communicate key executives' support d. Obtain "buy-in" of financial advisors and support staff 	<ul style="list-style-type: none"> a. Explain/gain acceptance of: <ul style="list-style-type: none"> • Supporting factual data • Ideas and concepts • Language • Symbolism b. Demonstrate how campaign relates to clients, advisors and the interconnection between them c. Bring re-branding campaign to life without showing soon to be released advertising
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Creative Choice(s) Made	▶ Objectives	Challenges
<p style="text-align: center;"><u>Content</u></p> <p>Language expressed by executives purposely included terminology from re-branding campaign.</p> <p>Consumer research data integrated into graphics animation.</p>	<p>a. Introduce re-branding campaign</p> <p>b. Explain origins/relevancy</p> <p>c. Communicate key executives' support</p> <p>d. Obtain "buy-in" of financial advisors and support staff</p>	<p>a. Explain/gain acceptance of:</p> <ul style="list-style-type: none"> • Supporting factual data • Ideas and concepts • Language • Symbolism <p>b. Demonstrate how campaign relates to clients, advisors and the interconnection between them</p> <p>c. Bring re-branding campaign to life without showing soon to be released advertising</p>
<p style="text-align: center;"><u>Graphics/Graphic Animation</u></p> <p>"Gears" animation used several ways:</p> <ul style="list-style-type: none"> - Spokesperson interaction with "gears" animation - Logo animation/Logo Lock-up - Manifesto animation <p>Research data animation integrating text and ad's still photography.</p>	<p>a. Introduce re-branding campaign</p> <p>b. Explain origins/relevancy</p> <p>c. Communicate key executives' support</p> <p>d. Obtain "buy-in" of financial advisors and support staff</p>	<p>a. Explain/gain acceptance of:</p> <ul style="list-style-type: none"> • Supporting factual data • Ideas and concepts • Language • Symbolism <p>b. Demonstrate how campaign relates to clients, advisors and the interconnection between them</p> <p>c. Bring re-branding campaign to life without showing soon to be released advertising</p>
<p style="text-align: center;"><u>Filming Style</u></p> <p>Spokesperson and executives filmed against white background with low wide angle lens.</p> <p>- In keeping with look and feel of the upcoming ad campaign.</p>	<p>a. Introduce re-branding campaign</p> <p>b. Explain origins/relevancy</p> <p>c. Communicate key executives' support</p> <p>d. Obtain "buy-in" of financial advisors and support staff</p>	<p>a. Explain/gain acceptance of:</p> <ul style="list-style-type: none"> • Supporting factual data • Ideas and concepts • Language • Symbolism <p>b. Demonstrate how campaign relates to clients, advisors and the interconnection between them</p> <p>c. Bring re-branding campaign to life without showing soon to be released advertising</p>

Creative Choice(s) Made	▶ Objectives	Challenges
<p style="text-align: center;"><u>Sound Design</u></p> <p>Music enhanced graphic animation and spokesperson segments.</p> <p>Multiple voices used for research and manifesto animations.</p> <p>Executive interviews were voices only.</p>	<p>a. Introduce re-branding campaign</p> <p>b. Explain origins/relevancy</p> <p>c. Communicate key executives' support</p> <p>d. Obtain "buy-in" of financial advisors and support staff</p>	<p>a. Explain/gain acceptance of:</p> <ul style="list-style-type: none"> • Supporting factual data • Ideas and concepts • Language • Symbolism <p>b. Demonstrate how campaign relates to clients, advisors and the interconnection between them</p> <p>c. Bring re-branding campaign to life without showing soon to be released advertising</p>

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SUMMARY

Q&A

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