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Video Treatment

Proposal

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Low Budget Video Treatment

#GRELFIE

Introduction

“If a picture says a thousand words, then the pictures people choose to display to the world say a million words.” (Forbes Magazine, 2015) Through the act of taking pictures, people share their view of the world around them, share experiences, and more importantly, show a representation of themselves to the world. Through the act of taking Selfies, the egocentric audience that we market to today looks for recognition, whether it is for their humour, fashion, hobbies, relationships, lifestyle, looks or accomplishments. This search for recognition is relevant with the search to decrease the incongruence that everyone experiences between their real self and their ought self. The real self is the person that we currently are, this includes the characteristics, achievements and occupations we have in the now. However, the ought self is the self we want to be, it describes our dream job, possessions, self-image and the way we want to be viewed by others. When there is incongruence between these types of selves, we look for ways to decrease our difference between the self concepts, and we often do so by changing the way others see us, how we think of others, our social roles, and to the extent we relate with others. By changing the way we interact with others, we are working towards being our ideal self. According to artist Simon Foxall, whose work questions the parameters of individuality and self-expression "a Selfie blurs the line between 'reality' and the performance of a fantasy self, so one collapses into the other." (Day, 2013)

When it comes to the engagement of audiences with a product, a service, or an event, marketers appeal to the ideal self. Through social media, we allow consumers to share their views, and experiences with a product, and interact with others in order to gain recognition and come closer to the ideal self they long for. By asking customers to participate in marketing campaigns, we are building engagement with the product, increasing trust between the brand and the consumer; and we are also accelerating the performance of the product and brand. This marketing technique has spread to even the most elite, such as country leaders like Obama, celebrities such as Kim Kardashian, Sofia Vergara, Shakira and Ellen DeGeneres, and companies such as SAMSUNG, MasterCard, Target and SONY. In a study performed in 2014 by Tech Infographics, it was reported that over 1 million Selfies were taken daily; this number was made up of 50% men and 52% women. The social media sites in which these Selfies were mostly shared were 48% on Facebook, 38% WhatsApp & Text, 9% on Twitter, 8% on Instagram, 5% on Snapchat, and 2% on Pinterest by young adults from the ages of 18-24 (30% of the population surveyed). Marketing campaigns that used Selfies to raise awareness, excitement, engagement, and built relationships with consumers, quickly went viral. An example would be the “Ellen-Selfie” at the Academy Awards. By posting the Selfie, she was able to “expand social networking to communicate directly with the fan base and increase the large, loyal followings among people who believed they were getting a real glimpse into the lives of the rich and famous.” (Day, 2013)

As a marketing strategy, the City of Markham has come up with various initiatives to increase hype about the fact that Markham is one of the main hosts for the Pan Am games TO 2015. These games are held every four years and they take pride in bringing together the 41 PASO nations. Markham will host 5 sports, these include water polo, golf, table tennis, Para-table tennis and badminton. In order to increase excitement

within Markham residents, a #Grelfie project will be initiated. This project requires the target market to submit Selfies to the City of Markham Facebook page or Twitter by using a certain hash tag. All the Selfie submissions will then be combined and a collage will be created. To encourage participation in the Grelfie project, we will have a #Grelfie contents, therefore people will post their Selfies and the ones with most likes will be recruited to perform in a promotional video for the campaign. The pictures that get the most likes will get chosen for a promotional video that will focus on increasing awareness and participation for the collage artwork.

Title:

- The title of this video treatment will be kept #GRELFIE.
- It is simple, short and self-explanatory, therefore people will captivate the idea and know what the project is about, a group Selfie.
- This is a play on words based on the title for the music that will be used, #Selfie by the Chainsmokers.

Mood/Tone:

- In order to gain a large audience, the video will focus on engaging the audience in a emotive state of excitement and amusement.
- The music is upbeat, which in result triggers positive emotions.
- The lyrics that have been modified to fit the Markham vision of the project will intrigue people and it tells them about the project, the process and will focus on making the audience a part of the story.
- The video speaks to the herd; it focuses on the experience of the customers and therefore increases the likeability to be shared with others.

Target Market:

- The target market for this contest and promotional video will be young adults from the ages 15-28 year olds.
- They must be active in social media sites, such as Facebook, Twitter and Instagram.
- Mainly York Region residents, followers of the City of Markham and TO 2015 Pan Am/Parapan Games on social media

Background on Selfies:

What:

- A Selfie is a picture of one's self

Where:

- Usually shared on social media
- Instagram: social photo sharing networks application on smartphones.
 - 8% of Selfies were posted on Instagram
- Facebook: Internet's biggest social networking site that allows for the connecting and sharing of experiences with friends and family.
 - Takes on 48% of the "Selfie" destinations
- Snapchat: mobile messaging platform that allows users to chat using photos or videos.

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- Home of 5% of Selfie conversations
- Twitter: online social networking service that enables users to send and read short 140-character messages called "tweets".
 - 9% of Selfies were shared on Tweeted

Who:

- Heavy digital users
- Usually between the ages of 18-34

When:

- Anytime

Why:

- To represent the world around them, as well as represent themselves in the eyes of others.

Strategy:

Storyline:

- The video will start with two people having a conversation in a hallway, when a Pan Am/Parapan flyer falls out of the girl's purse.
- As soon as the flyer hits the ground, the #Selfie soundtrack by the Chainsmokers starts playing.
- The first speaker bends down and picks up the flyer, looks at it and says the first line of the lyrics: "So you know those Pan Am Games."
- Right after this the second person will nod and the first person will continue with their speech:
*"Well apparently they're coming to Markham
We're gonna play tennis, badminton, golf and water polo
And they're gonna be big, so there's an project
To make it known and trending, let's be part of it"*
- The conversation will continue between the performers, however following their instructions, the video will show quickly how to post the picture on Facebook with the Hash tag
- As soon as the performers are done saying: "So first, let me take a #Grelfie," the different Selfies that participated in the #Grelfie contest will be displayed, along with the Markham Athlete Selfies with their designated sports' equipment
- In the middle of the pictures, the Markham Athletes will mouth: "Let me take a Grelfie" and pose, as the video keeps on displaying the rest of the Selfies.
- Finally, the screen will turn black and all the pictures shown will come into one and from the word: #GRELFIE
- Underneath the hash tag, the words "Viva Markham Pan Am/Parapan, Join The Movement" will be displayed in a vibrant colour and below the link to the website will be posted for further instructions.



Strategy for Viral Appeal:

#Grelfie Contest:

- The #Grelfie contest will create pre-promotion awareness and excitement as it will involve the participation of audiences in order to run the marketing initiative of the #Grelfie Promotional Video.
- This will make audience members feel involved and important, and they will participate for the chance to appear in the video, as well as in the #Grelfie for the Pan Am games.

#Grelfie Promotional Video:

- The #Grelfie video will use popular and trending things, such as the music concept and the viral Selfie strategy
- Recognition is given to the Selfie participants, and involvement increases excitement

Casting:

#Grelfie Contest:

- In order to cast two performers for the video, there will be a Selfie contest held throughout social media.
- In this contest, we will ask Facebook, Twitter and Instagram followers to post Selfies around Markham for the chance to win a become the spokespersons/performers for the #Grelfie project in the Pan Am Games.
- This will allow Markham and York Region residents to compete, as well as to raise pre-promotion awareness about the campaign, as well as the event itself
- The two most liked Selfie contestants will be brought in to perform the #Grelfie conversation and start the promotional video
- The following 60 most liked Selfies on Facebook (20), Twitter (20) and Instagram (20) will be chosen to be displayed throughout the video
- All top Selfie submissions will be used to create the word #Grelfie at the end of the video

Athletes:

- Four athletes from each of the Pan Am/Parapan game categories in Markham will be chosen to represent the sport in the video, as well as to encourage the #Grelfie project and increase viewership of the promotional video
- We will need two athletes representing the Parapan and two athletes representing Pan Am
- They will be contacted through Pan Am, or the City of Markham

Music Choice:

- The upbeat song for this promotional video will be a customized version of “#Selfie,” by the Chainsmokers.
- The song #Selfie was popular in 2014.
- It obtained 294, 269, 839 views on YouTube.
- It placed:
 - 12-6 on the Hot Dance / Electronic Songs
 - Debuts at No. 55 on the Hot 100.
 - Bounds 8-3 on Dance/Electronic Digital Songs
 - Highest debut at No. 20.
 - “#SELFIE” additionally debuts at No. 7 on Dance/Mix Show Airplay
 - Sixth song in the chart's 11-year history to debut as high or above and the first since Lady Gaga entered at No. 6 with "Alejandro" in May 2010.
 - 53,000 downloads sold (up 114%)
- The song lyrics will be edited to represent the Markham Pan Am/Parapan Games #Grelfie
- **Original Lyrics:**

*“ When Jason was at the table
I kept on seeing him look at me while he was with that other girl
Do you think he was just doing that to make me jealous?”*

*Because he was totally texting me all night last night
And I don't know if it's a booty call or not
So... like what do you think?
Did you think that girl was pretty?
How did that girl even get in here?
Do you see her?
She's so short and that dress is so tacky
Who wears Cheetah?
It's not even summer, why does the DJ keep on playing "Summertime Sadness"?
After we go to the bathroom, can we go smoke a cigarette?
I really need one
But first,
Let me take a Selfie"*

• #Grelfie Lyrics:

Person 1: *So you know those Pan Am Games
Well apparently they're coming to Markham
We're gonna play table tennis, badminton, golf and water polo
And they're gonna be big, so there's a project
To make it known and trending, let's be part of it*

Person 2: *I know its gonna be huge
So... like what do we do?*

Person 1: *We just take a picture
And then we go on Facebook
Use the hash tag
Then we upload the picture*

Person 2: *Everyone does that?*

Person 1: *Yeah, and then our faces go to a collage that will be trending*

Person 2: *Take your phone out! I really want to be part of this!
I really want to
So first,
Let me take a #Grelfie"*

Core Message:

- The core message is to create excitement and awareness about the #Grelfie Project to promote the Pan Am/ Parapan Am Games at Markham in the summer of 2015.
- We want to transform this excitement into action by urging young adults to take pictures around Markham, the Pan Am Center and in the festivities then upload them to Facebook
- The song's lyrics give instructions of how to become part of the #Grelfie movement:
*" We just take a picture?
And then we go on Facebook?
Use the hash tag?*

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And we upload the picture

Everyone does that?

Yeah, and then our faces go to a collage that will be trending?"

- Throughout the video the hash tags that will be used, will be displayed on the screen to guide people to hash tag their pictures, which will result in social media impressions.
- At the end of the video, all the pictures will come together to create a collage of the word #Grelfie at the end.
- Underneath the #Grelfie, it will say in bolded letters: **Viva Markham Pan Am/Parapan, Join the Movement** and the URL for the site they can go on for more information.

Estimated Time:

- The video will run for approximately 1:35 on Social Media Channels: Youtube, Facebook, Instagram & Twitter
- The video will take a minimum of a week to produce and edit

Estimated Budget:

Budget Breakdown

Music Rights:

- Need to obtain prices for Music Rights

Performers:

- Two people will be recruited to film a "mock video" for #Grelfie
- A total of **\$11.25/hr.** will be paid out for the time it takes to film
- We will try to recruit the Markham athletes that will participate in the Pan Am games
- An honorarium of **\$60** will be given to each of them for their participation

Video Editing/Publishers:

- **\$2,000** at most.
- Includes equipment rental, directing and editing
- Estimate given by a Seneca Digital Interactive Media Design student

Social Media:

- **\$0.10-\$0.30** per view on Youtube Ads
- Free postings on Facebook, Twitter and Instagram

High Budget Video Treatment

Athletes & Sports

Introduction

“The 5 S’s of sports training are stamina, speed, strength, skill and spirit; but the greatest of these is spirit.” quoted by Ken Doherty. Pan Am/ Para Pan AM games is full of confidence, positive attitude and passion toward sports. An athlete's life is full of hard work and his obsession towards the game.

Pan Am/ Parapan Games give the opportunity to athletes to show their spirit towards the sport. This video will be the glimpse of the action, which will take place during the real event. It will be the preview of the energy of the games. It will be the medium through which the players of the Markham and York region will get exposure they deserve. This video will mark the powerful commence of the games.

When it comes to sports ambition and focus are the most important factors. This video will be motivational and it will aim on showing the focus and determination of the players. It will feature the athletes of the games, which will be held in Markham, thus increasing awareness of the games and also about the local players who will be participating in the Markham Pan Am/Parapan Am Games. This video will introduce the players to the regular people and give recognition to new players and increase excitement of the public by developing a emotional bond between them and the players.

This video will be blend of live action and visual effects giving the message of the athletes’ determination towards getting gold in the games. As quoted by Dan Gable *“gold medals aren’t really made of gold. They’re made of sweat, determination and hard-to-find alloy called guts.”* This video will be the showcase of the hard work of the players towards achieving their dream. It will be the preview of the struggle they put for achieving that gold. Visual effects will be used in the video to signify that passion of the athletes towards their sport. Inspiring videos helps in building up the required enthusiasm about the event. It helps in building up the level of patriotism among people thus creating the feeling of supporting their country during these games. These types of videos help in connecting with people emotionally.

Mood/Tone

- The video will be motivational and full of power.

Strategy

Storyline:

- The video will begin with players concentrating in their positions for instance a golf player about to hit the golf ball, a badminton player about to hit the shuttle and so on
- Besides them the words like Determination, focus will appear along with the name of the player..
- After about 45 seconds, the pace of the video will change and the players who were shown in their positions will be shown in action i.e. the golfer hitting the ball.
- That ball will go towards the badminton player, which she/he will hit toward water polo player and so on.

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- The whole video will be black and white except the ball, which instead of any regular ball will be shown as fireball.
- Finally the fireball will be shown in the center of the screen the words “This time Gold is Ours” in golden colour below it along with the TO2015 ticket selling URL.

Strategy for Viral Appeal:

- Its visual impact
- Determination and passion shown by the players through the video
- Emotional connectivity

Title

- This Time Gold Is Our

Music Choices

- Music will be instrumental.

Estimated budget

Budget Breakdown

Performers:

- Markham and York region based athletes will be recruited with honorarium of \$60

Video Editing/Publishers:

- **\$2,000** at most.
- Includes equipment rental, directing and editing
- Estimate given by a Seneca Digital Interactive Media Design student

Effects:

- \$30-\$40/hr. will be charged depending upon the complexity of the work.

Target Market

- The target market for this promotional video will be sports enthusiasts
- York Region residents, followers of the City of Markham and TO 2015 Pan Am/Parapan Games on social media

Core message/ Call to action

- The core message is to create excitement and awareness about the games played at the Pan Am/ Parapan Am Games at Markham in the summer of 2015.