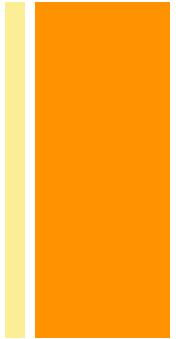


#GRELFIE

**MARKHAM PAN AM/PARAPAN, JOIN THE
MOVEMENT**



#GRELFIE



Introduction:

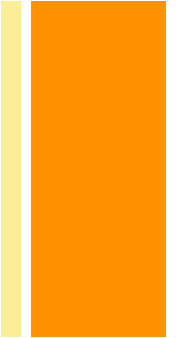
- “ If a picture says a thousand words, then the pictures people choose to display to the world say a million words”
- Selfies blur the line between reality and fantasy self
- 50% of Men & 52% of Women do it between the ages of 18-24
- Increases trust, engagement and performance of brand
- #GRELFIE: marketing initiative to increase excitement
- Submit Selfie to social media networks using a

Hash tag and a collage will be created





#GRELFIE



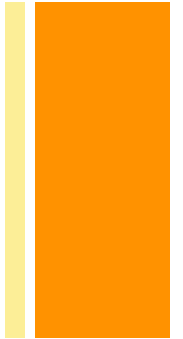
Title

- #GRELFIE
 - Short, simple and self-explanatory
 - Play on words the original #SELFIE





#GRELFIE



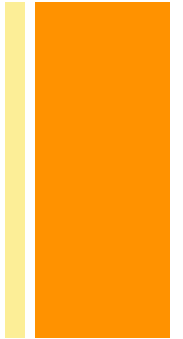
Mood/ Tone

- Emotions involved in the video: Amusement, Excitement
- Moves people to become part of a project to support their hometown
- Video: Intrigues, Motivates





#GRELFIE



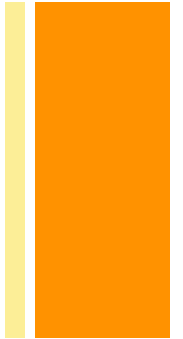
Target Market

- 15-28 year olds
- Active on Social Media sites
 - Facebook 48%
 - Twitter 9%
 - Instagram 8%
 - Snapchat 5%
- York Region residents





#GRELFIE



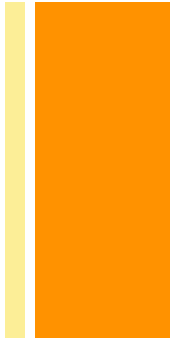
Strategy

- Storyline:
- Starts with two people having a conversation and then a Pan Am/Parapan flyer falls out of the girl's purse
- Conversation is started to the #Selfie Beat by the CHAINSMOKERS
- Instructions will be given in the lyrics on how and why to contribute Selfies
- Hashtags will appear
- It will feature local Pan Am/Parapan athletes





#GRELFIE



Strategy cont'd

- At the end the word #GRELFIE will show up on the black screen
- Word will be made up of all the Selfies submitted

#GRELFIE

VIVA MARKHAM PAN AM

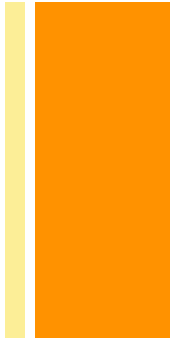
JOIN THE MOVEMENT

For further instructions go to:

www.markham.ca



#GRELFIE



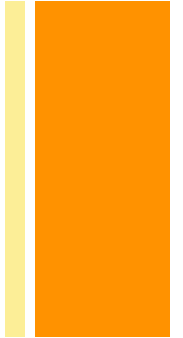
Strategy Cont'd

- Viral Appeal:
- #GrelfieContest
 - Contest to win spot as video performers
 - 2 most liked Selfies on Social Media
 - Pre-promotion awareness & excitement
- #Grelfie Project
 - 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





#GRELFIE



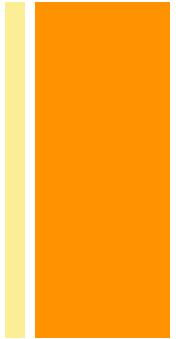
Music Choices:

- #SELFIE by Chainsmokers
- Obtained 294, 269, 839 views of Youtube
- 12-6 on the Hot Dance/Electronic Songs
- N. 55 on the Hot 100
- 8-3 on Dance/Electronic Digital Songs
- Debuted at N.7 on Dance/Mix Show Airplay
- 53,000 downloads sold





#GRELFIE



- Lyrics will be modified to fit the purpose of the video for Pan Am



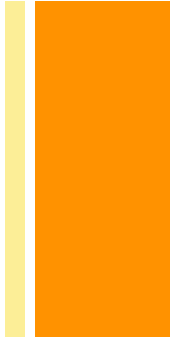
Original Lyrics:

<https://www.youtube.com/watch?v=kdemFfbS5H0>





#GRELFIE



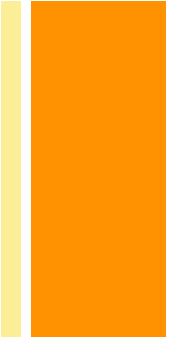
Casting

- #GRELFIE CONTEST:
 - 2 most liked selfies on social media
 - the following 60 most liked selfies on Facebook (20), Twitter (20) and Instagram (20) will be displayed in video
- Athletes:
 - Need two local Parapan Athletes
 - Two Pan Am local athletes





#GRELFIE



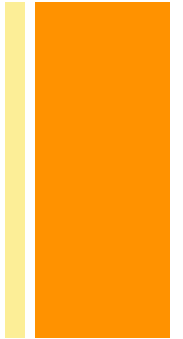
Core Message/Call to Action

- To participate in the Grelfie project
- Transform excitement into action by motivating
- Lyrics give instructions
- Hashtags will be displayed on screen
- URL will be provided





#GRELFIE

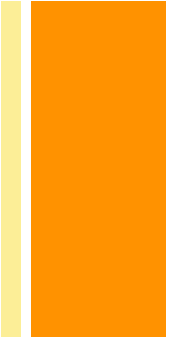


- Estimated Time:
- Production Time:
 - A week
- Video:
 - 1:30 min





#GRELFIE

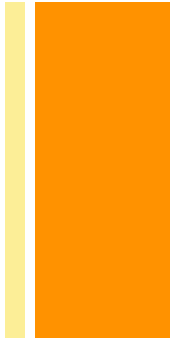


- Estimated Budget
- Music Rights need to be obtained
- Grelfie performers participate in the contest to win acting in the promotional video- no payment, but an honorarium of \$50 will be given
- Video Editing/Release is at an estimate of \$2,000 if we use Seneca students
- Social Media for Youtube Ads





+ Time Is Our Gold

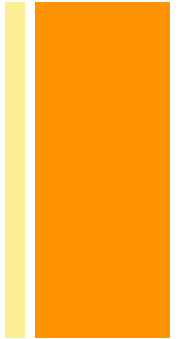


Mood/Tone

- The video will have motivational and powerful approach
- It will depict the determination of the athletes



+ Time Is Our Gold



Strategy

- The effects will have powerful visual impact
- Determination and Passion shown by the players through the video
- Emotional Connectivity



+ Time Is Our Gold



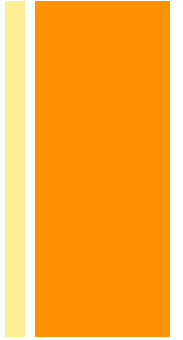
Title

■ Time is Our Gold





Time Is Our Gold



Strategy

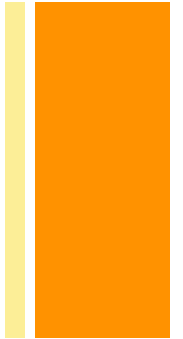
- Storyline :
- The video will begin with players concentrating in their positions for instance a golf player about to hit the golf ball, a badminton player about to hit the shuttle and so on
- Besides them the words like Determination, focus will appear along with the name of the player.
- After about 45 secs 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.





Time Is Our Gold



Strategy

- Storyline :
- The whole video will be black and white except the ball which instead of any regular ball will be shown as fire ball.
- Finally the fireball will be shown in the center of the screen the words

“This time Gold is Ours” in golden

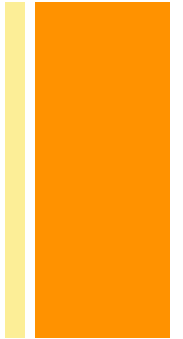
colour below it along with the TO2015

ticket selling URL.





Time Is Our Gold



Budget

■ ***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

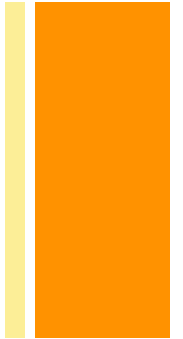
■ ***Effects:***

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





Time Is Our Gold



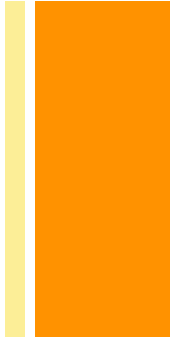
Target Market

- 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.





Time Is Our Gold



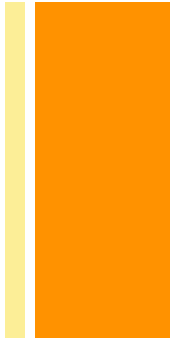
Core Message

- 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.
- Give the exposure needed to the Markham and York region based athletes





Time Is Our Gold



Estimated Time

- The video will run for approximately 1:45 on Social Media Channels:
 - Youtube
 - Facebook
 - Instagram
 - Twitter

