



The Brief/Proposal

A creative response to Brief (Proposal)

What does the organisation want?

The Salvation Army (Mosborough Corps) would like to commission a videographer to create two 60" to 90" (Second) Promotional videos, for use to introduce/promote what they do on their Facebook page which they are wanting to create. One main year long events introduction to Mosborough corps and One separate Christmas fair video to promote the Christmas fair 2019.

Target Audience

The target audience ranges from ages 16-24, although don't alienate ages above all are welcome.

Mandatories - N/A

Creative Direction

What is the primary message? / main purpose

The videos main purpose will be to serve as a promotional/introductory video about who the salvation army Mosborough are and what other events they have such as coffee mornings, crafting, etc. The Christmas Fair's objective will be to serve as a promotional video for the Christmas fair 2019, showing people having a good time, products available, food, music and Santa.

Let the community know we exist, What we provide and do and what is available for all ages. – Use some motion graphics saying we welcome all ages, open to all.

Tone: Should show Friendliness, welcome, fun.

Creative Style: Smooth movements, Rhythmic Cutting, with some invisible cuts using push ins and pull outs to transition, Show shots of people chatting, having a good time, have some nice slider/ parallax shots – pleasing to the eye, use of some time-lapse cut with smooth push in shots to invite the audience in to show the work behind the activities available.

Audio Requirements

Music should complement the non-corporate and human tone and be welcoming.

Any music used should be royalty free.

A promotional video the client likes the tone of:

<https://www.youtube.com/watch?v=LFS2R4uot2o&feature=youtu.be>

Assets – Event Dates and locations

- Monthly coffee morning and once a week at different times, Crafts once a week, Christmas fair December(8th), October 20th Harvest Meal.(See more in Schedule)
- Mosborough elm church
- Joseph stone community centre
- Mosborough Methodist church

Channels and Distribution/Delivery

Method Delivery format: FCPX facebook export, youtube format and h.265 for website.

Video length: 1min/1min30 seconds.

The main video and Christmas fair promotional video should be 30" to 60"/90" and will be uploaded on a Facebook page they are going to create. The main video will be uploaded to the main Mosborough salvation army website.

The measure of Success/Purpose:

Community outreach to inform others of what we provide and do. Get the main video to be put on the main website and on the facebook page to be accessible to people to promote the Mosborough Corps.

Mosborough Salvation Army

Our story so far: Mosborough Salvation Army is a small but growing Corps() it doesn't have its own building (not yet but hopefully soon) We have a successful monthly coffee morning, weekly cafe, fortnightly art, craft and chat. All events at the moment seem to be mostly for older folk but all ages are welcome. – we aim to start moms and toddlers and other children clubs but accommodation is difficult.