

Draft Ideas(Shot ideas, How the video Might go a draft of the brief)

What exactly is it that you want? The Primary Message of the video?

Let the community know we exist, what we provide and do. What is available for all ages.

Maybe have created one introductory piece about what the salvation army does, such as coffee mornings, crafting, etc. and One separate video for the Christmas fair/

Raise awareness of the Mosborough salvation army and what events are available.

What is the target audience?

To get people interested in going to the events, the general public, not really an introductory piece?

The client wants mostly all ages, - I responded to this by telling her that It isn't possible to target all ages and that I can go for the general basic feel of a promotional video than aiming at a niche audience with a narrative story about a character.

Creative Direction

Our story so far: Mosborough Salvation Army is a small but growing Corps, we don't have our own building yet but hopefully, soon We have the coffee mornings(Cafes) and craft clubs. We aim to start a moms&Toddlers.

Creative Style

Flowing visuals to music, smooth movements, fun and emotive vs laid back.

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.

Have push in shots, maybe a stabiliser shot following people inside to welcome the audience into the atmosphere.

Show friendliness and that all are welcome.

Distribution/Delivery Method - Where will the videos go?

Potentially on the main website, on a facebook page that will be created.