

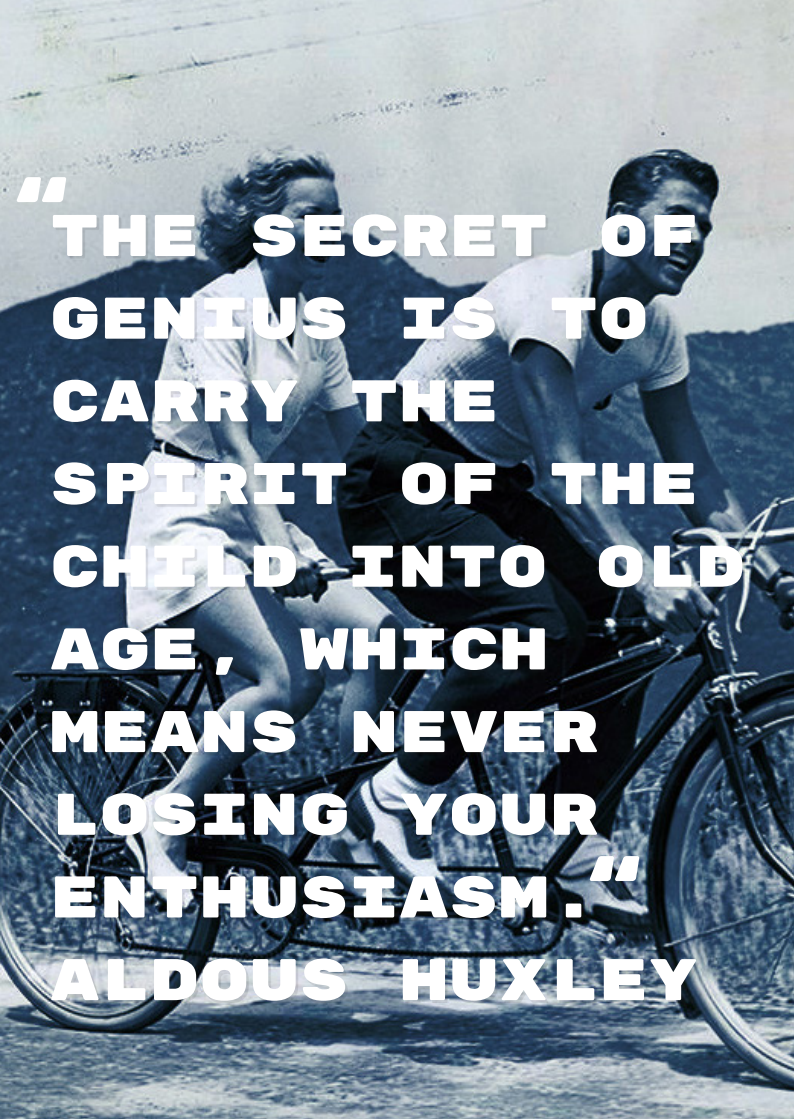


SHORT PLAY

**CREATIVE DIRECTION
WITH CHILDLIKE ENTHUSIASM**

**'PR & VIDEO IN 2020'
WORKSHOP**

SHORTPLAYVIDEO.COM.AU



**“THE SECRET OF
GENIUS IS TO
CARRY THE
SPIRIT OF THE
CHILD INTO OLD
AGE, WHICH
MEANS NEVER
LOSING YOUR
ENTHUSIASM.”**
ALDOUS HUXLEY

PR & VIDEO



The past decade has seen an atomic-sized explosion of video content produced through PR. The trouble is that traditional PR campaigns haven't been utilising video to its full potential.

**Every campaign is an
opportunity to connect to
audiences emotionally through
creative video.**

ShortPlay helps to bridge the gap between traditional PR campaigns and creative online video content. What does that mean exactly? Through our approach, together we create campaign concepts which won't waterdown from platform to platform.



THE SHORTPLAY APPROACH



A great video production isn't the key to creating a great video. The key lies in the idea that comes before the production.

ShortPlay makes memorable campaigns through promotions, events and activations by integrating creative video at the centre rather than the afterthought.

We're not talking about a 90 second sizzle reel of your event. Yawn. We're talking about creating content with personality and purpose.

Okay, let me stop you right there, I know what you're thinking..

"That's a cool idea Jim, but sheesh, that seems like a tough sell in to our clients".

Well the good news is we're here to guide you. ShortPlay works with you to develop campaign ideas to pitch to your favourite clients. With this ShortPlay Pitch Partnership together we will help develop campaigns that your clients will love.



**SHORTPLAY
HELPS TO
BRIDGE THE
GAP BETWEEN
TRADITIONAL
PR CAMPAIGNS
AND CREATIVE
ONLINE VIDEO
CONTENT.**



WORKSHOP

1

ShortPlay is offering a one hour workshop on **'PR + VIDEO in 2020'**. We give the low-down on The ShortPlay Approach and walk through what a ShortPlay Pitch Partnership looks like and how we can help.

2

We discuss current trends in video marketing, strategies to connect brands with their audience in creative ways and present fresh ideas to approach your next campaign.

3

This one hour session will get you feeling inspired and 100% confident about the next steps in the creative process.

Cost to you? Nothing, it's free. This one's on us. Get in touch to book a place and we'll come to you.