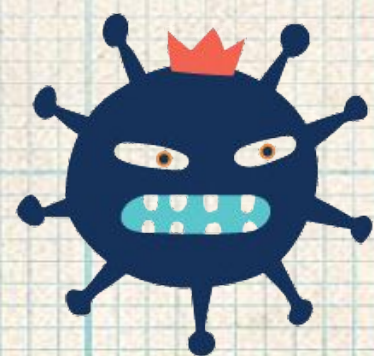
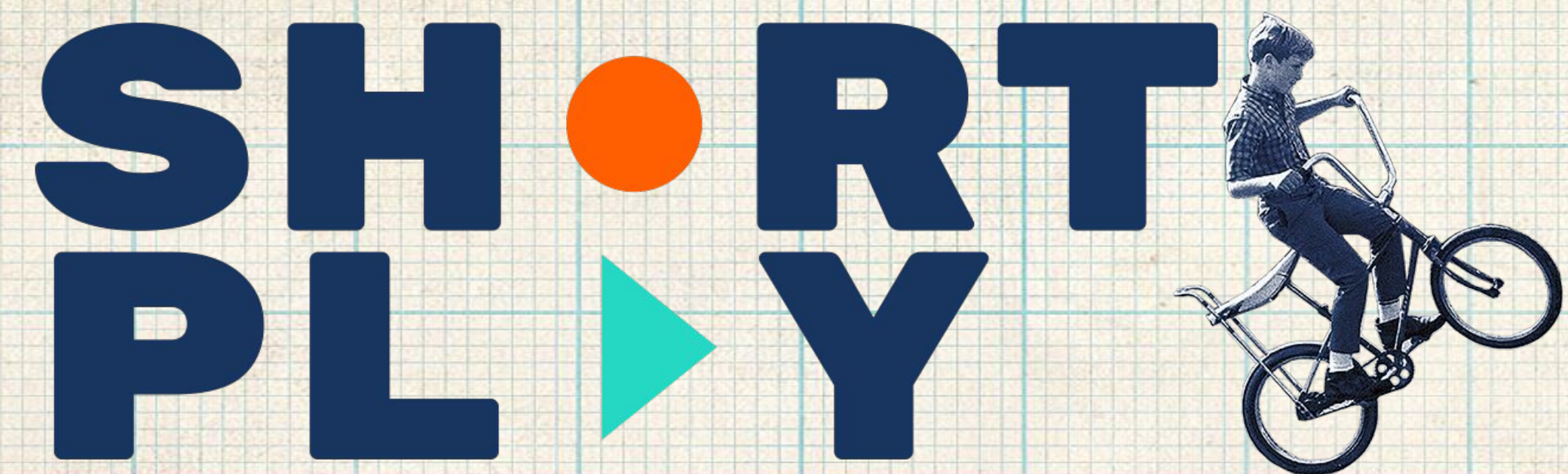


May 10, 2020



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## **CONTAGIOUS VIDEO CONTENT**

A guide for marketing & communications experts.





**SHORT, PLAYFUL VIDEO CONTENT**



Hey,

We were compelled to create relevant content during these new and crazy times. So, we decided to put together examples of video concepts to help spark ideas that you can adapt to your brand throughout this time of transition.

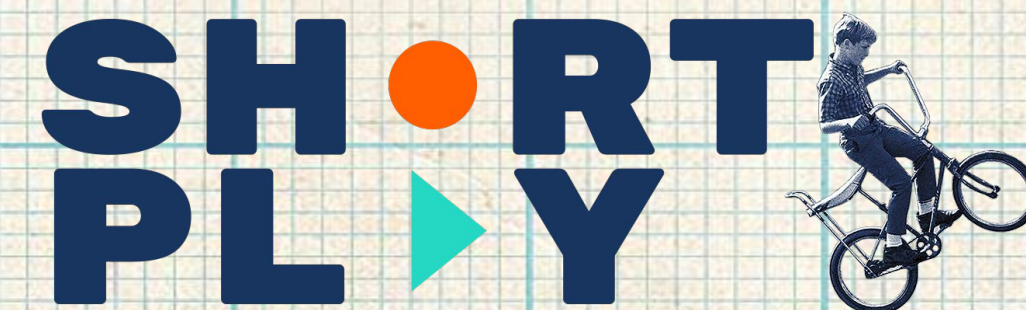
This workshop aims to inspire you to create video content for your brand. You'll leave this session 100% confident to bring your team on board this journey and you'll have a great starting place to engage your favourite video production company to help bring your ideas to life.

**James McIntosh**

Creative Director

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WHAT WE DO

OUR SERVICES  
& CAPABILITIES

We love crafting smart, inspired and beautiful work that focuses on a brand’s goals and customers. We do this across multiple touch points to help organizations achieve their goals.

STRATEGY

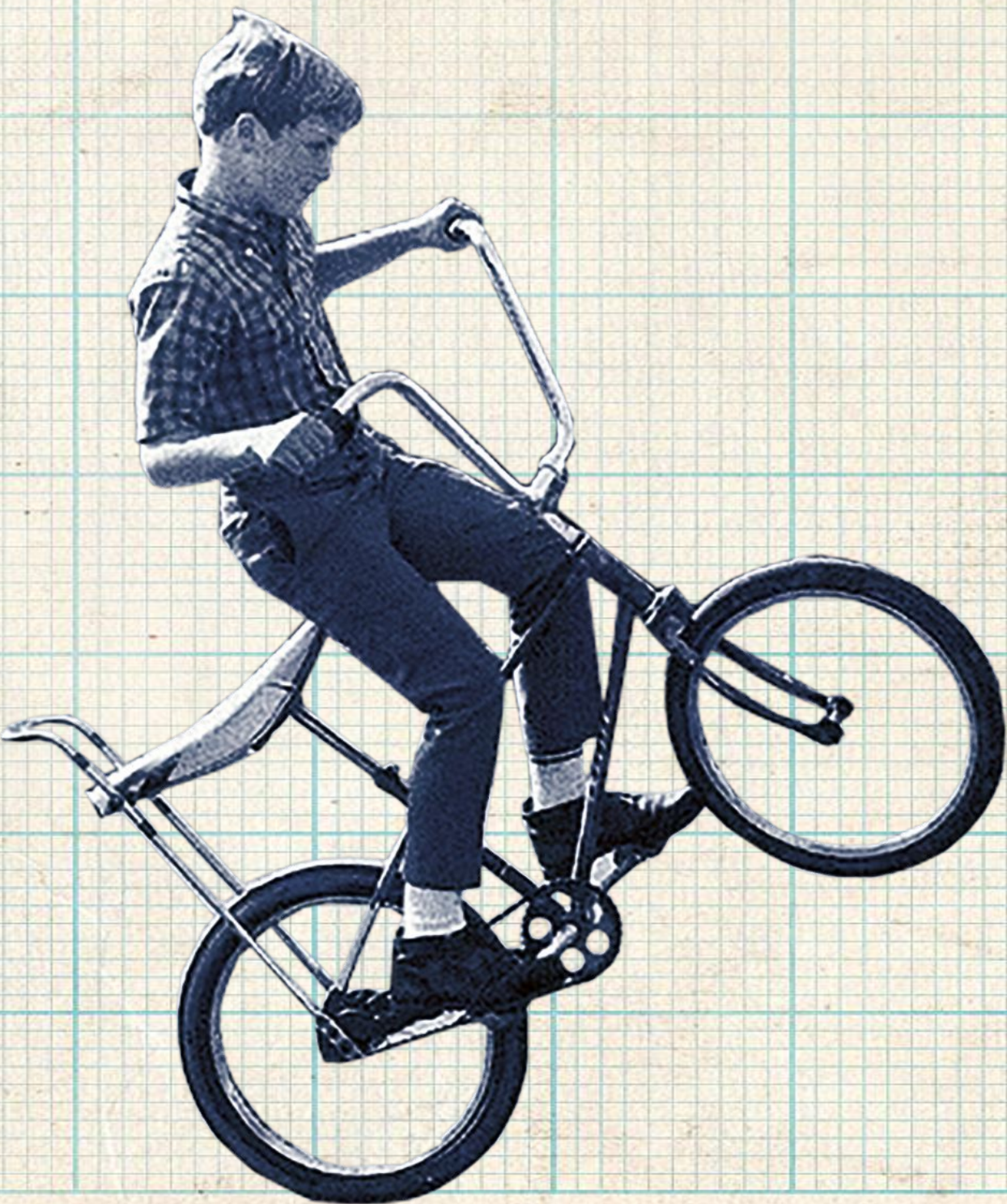
- DISCOVERY & RESEARCH
- USER EXPERIENCE
- BRAND STRATEGY & ARCHITECTURE
- POSITIONING
- CONTENT STRATEGY
- MARKETING CAMPAIGNS

CONTENT PRODUCTION

- SCRIPT DEVELOPMENT
- COPYWRITING
- STORYBOARDING
- ILLUSTRATION
- ANIMATION
- MOTION GRAPHICS
- EXPLAINER VIDEOS
- LIVE-ACTION PRODUCTION
- POST PRODUCTION & VFX

BRANDING & DESIGN

- BRAND DEVELOPMENT & REBRANDING
- MICROSITES AND WORDPRESS BUILDS
- ILLUSTRATION
- LOGO & ID SYSTEMS
- BRAND STYLE GUIDES
- MESSAGING
- COLLATERAL, PRINT & PACKAGING
- ICONOGRAPHY







**CREATIVE DIRECTION WITH  
CHILDLIKE ENTHUSIASM.**





# CONTAGIOUS

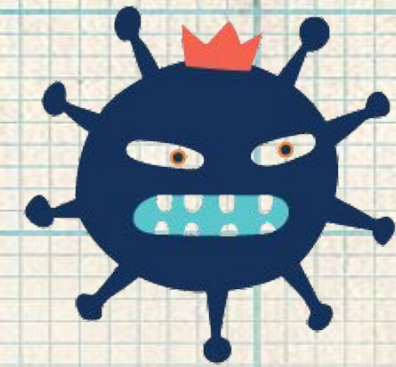
## VIDEO CONTENT

A guide for marketing & communications experts  
to produce relevant binge-worthy content in viral times.



## OUTLINE

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# CONTAGIOUS VIDEO CONTENT

You my friend are going to learn how to create relevant binge worthy content that builds a loyal fan base. You'll learn:

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- 1. WHY IT'S IMPORTANT TO MAKE CONTENT DURING A CRISIS?**
- 2. WHAT SHOULD YOUR MESSAGE FOCUS ON?**
- 3. HOW TO CREATE CONTENT DURING A LOCKDOWN?**
- 4. EXAMPLE IDEAS TO GET YOU STARTED.**

\*Coronacoaster; the emotional ups and downs of life during COVID-19  
Disclaimer: ShortPlay weren't clever enough to come up with this zinger.





# 01



## WHY IT'S IMPORTANT TO MAKE CONTENT DURING THIS CRISIS?



### OVER-COMMUNICATE

The reason our political heads have a press conference daily during these uncertain times is to keep the listeners calm, even when there is little to no new news. **People need to feel connected** with what is happening to help strengthen communities. We can apply this same logic to brands and their own audiences. Over-communicate to clients, colleagues and partners at every opportunity.



### THINK: COMMUNITY

Remain in the game now to stay present post pandemic. When life readjusts there will be brands that stood with their communities and brands that went to ground because they were cautious with ad spend. Now is the time to **focus on broadening your audience**, not your revenue targets.



### DISCOUNTED AD COSTS

Right now Facebook ad costs are reduced by 40% because so many businesses have cut their marketing budgets. So it's easier now to get your message out there and build an audience online. Continue to build your profile by creating content that adds value to your brand and be generous about your offerings.

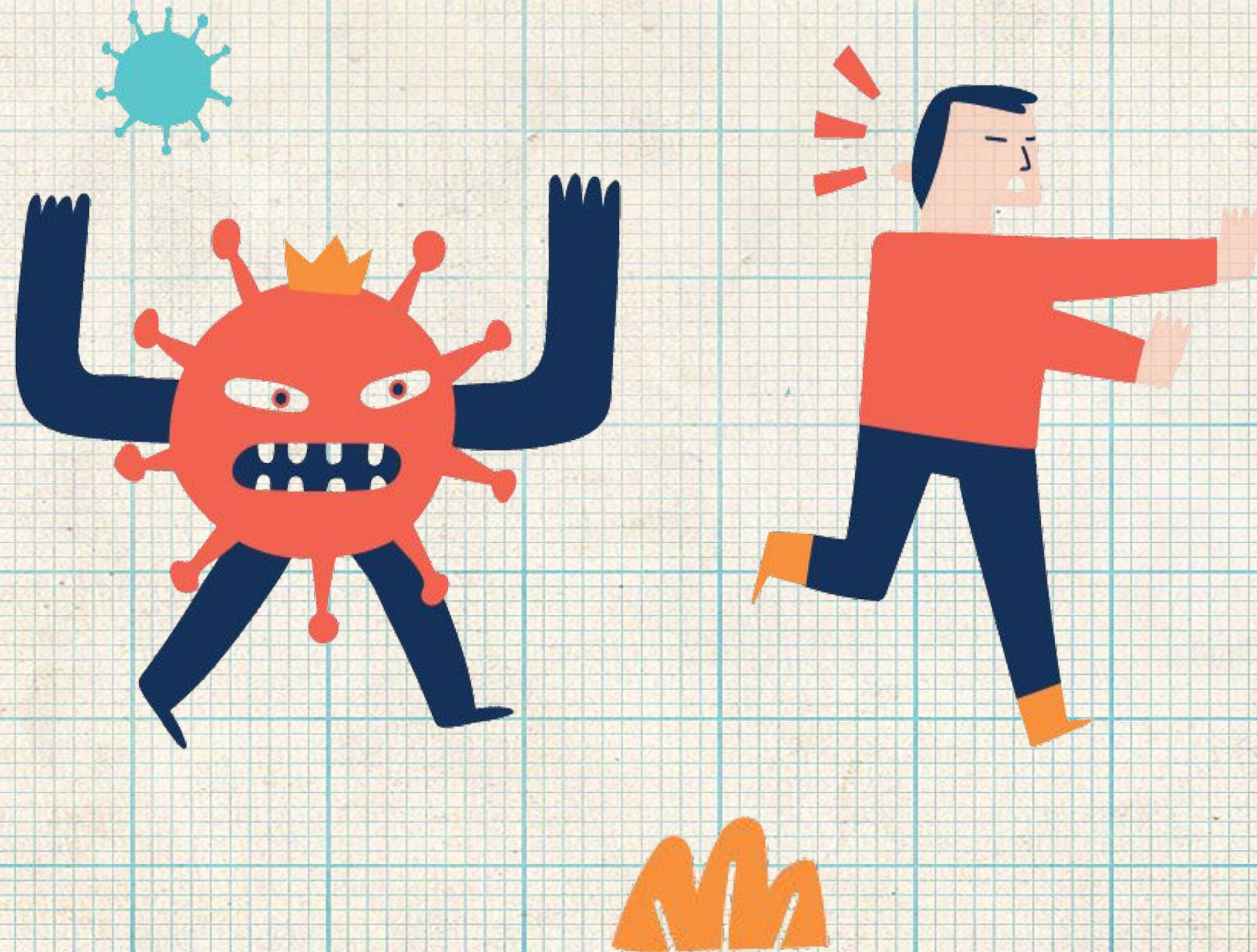




# 02



## WHAT SHOULD YOUR MESSAGE FOCUS ON?

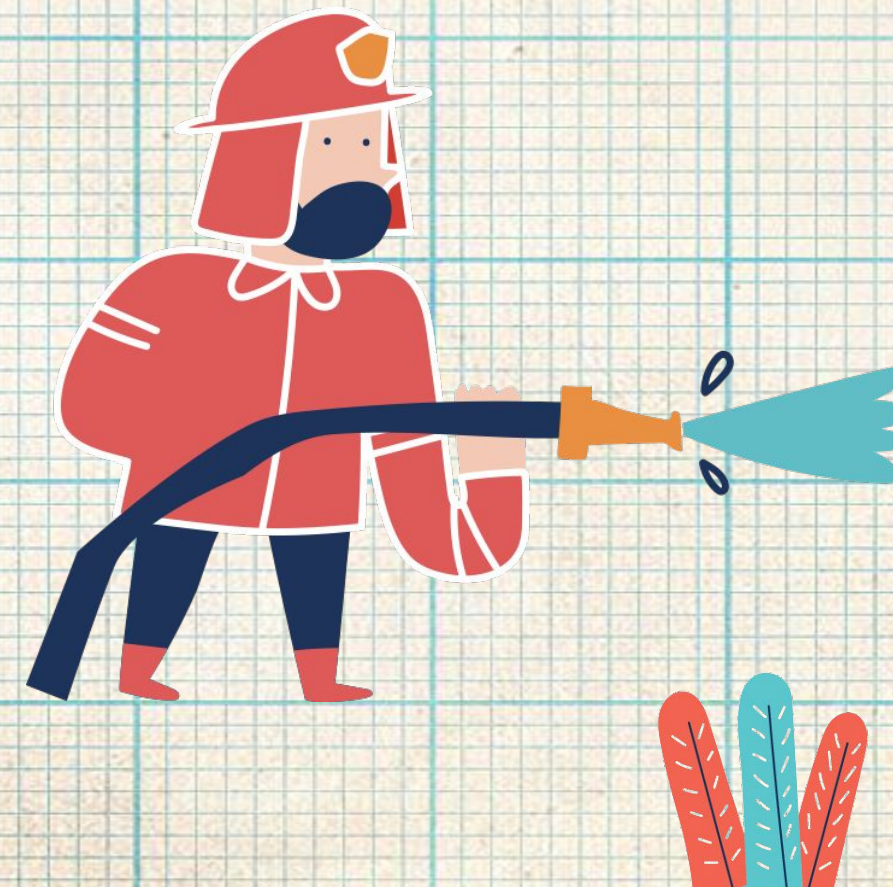


### ACKNOWLEDGEMENT

In a tone authentic to your brand, it is expected to reflect the reality of the situation, in one way or another. Otherwise the business runs risk of looking tone-deaf.

The message does not need to be a 'Debbie Downer'. It just needs to show that you're adjusting to the ongoing changes with a **sense of empathy**. Read the room, stay relevant, and move with the times.

Offer messaging that says "we are human too and we are responding directly to change". By **mirroring your audiences situation** this shows everyone is in it together.



### COMPETENCY

By showing your audience how your business navigates through the midst of a crisis this will give your **followers peace of mind** that you are part of their journey too. As well as proving your competency, you will also remind audiences of your brands strength of character by communicating a plan (even if the plan is in development stage.)





# 03

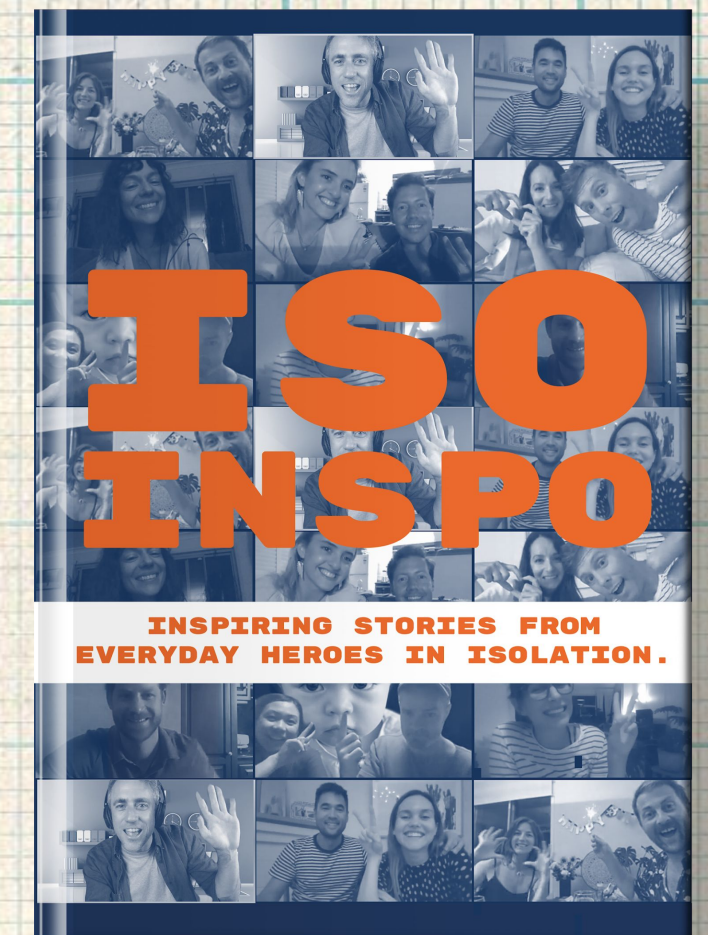
## HOW TO CREATE CONTENT DURING A LOCKDOWN?



### CONTENT

We're now a few months into lockdown and the initial excitement of a global pyjama party has started to wear thin. Audiences are **looking to connect** with others who are also adapting to a new future. Stories of transformation, community support and comical relief from people who are finding creative ways to stay sane; **the Hero's of isolation. "Iso-Inspo"**.

The good news is that there are great stories unfolding around your brand right now. Stories of adaptation from within your organisation and stories from your customers and community.



### CREATIVE VISUALS



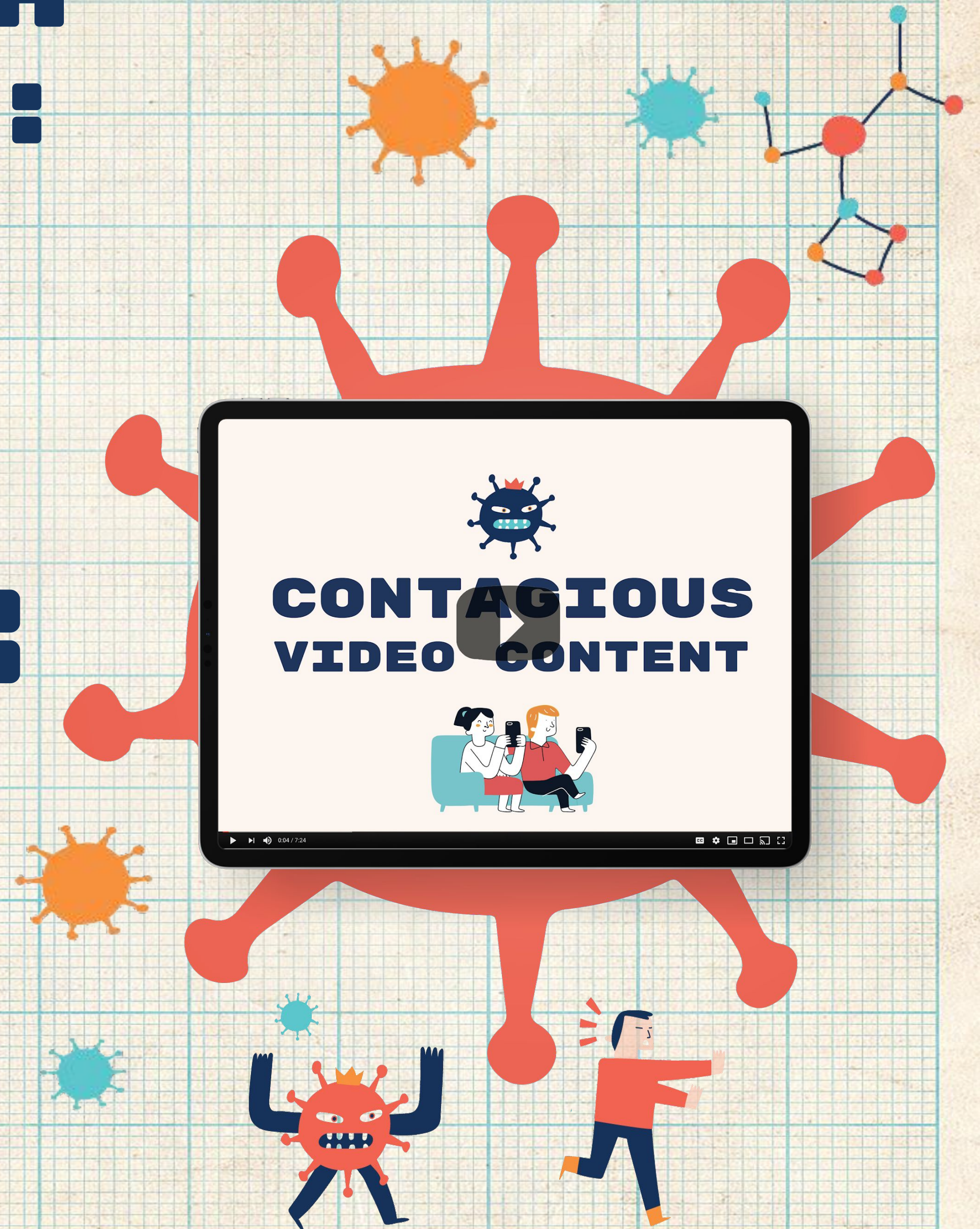
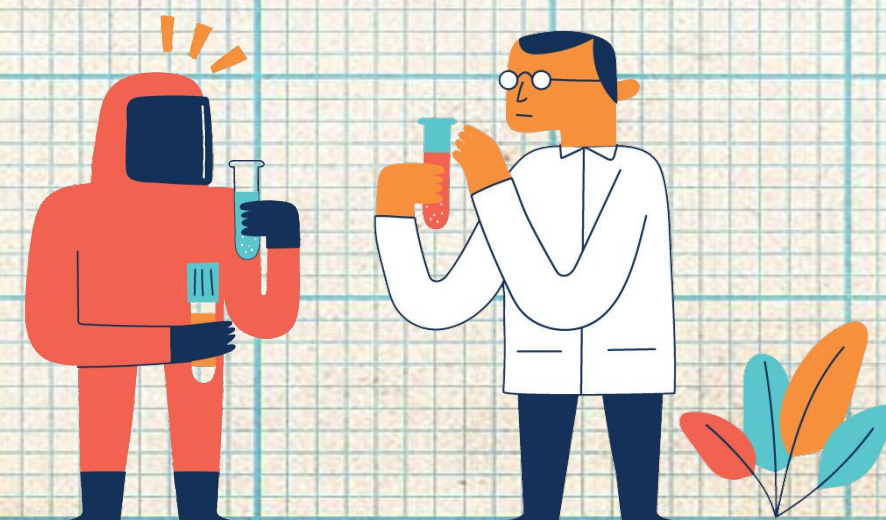
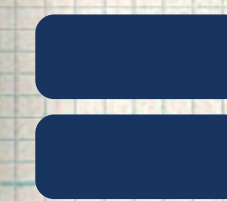
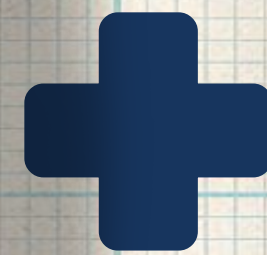
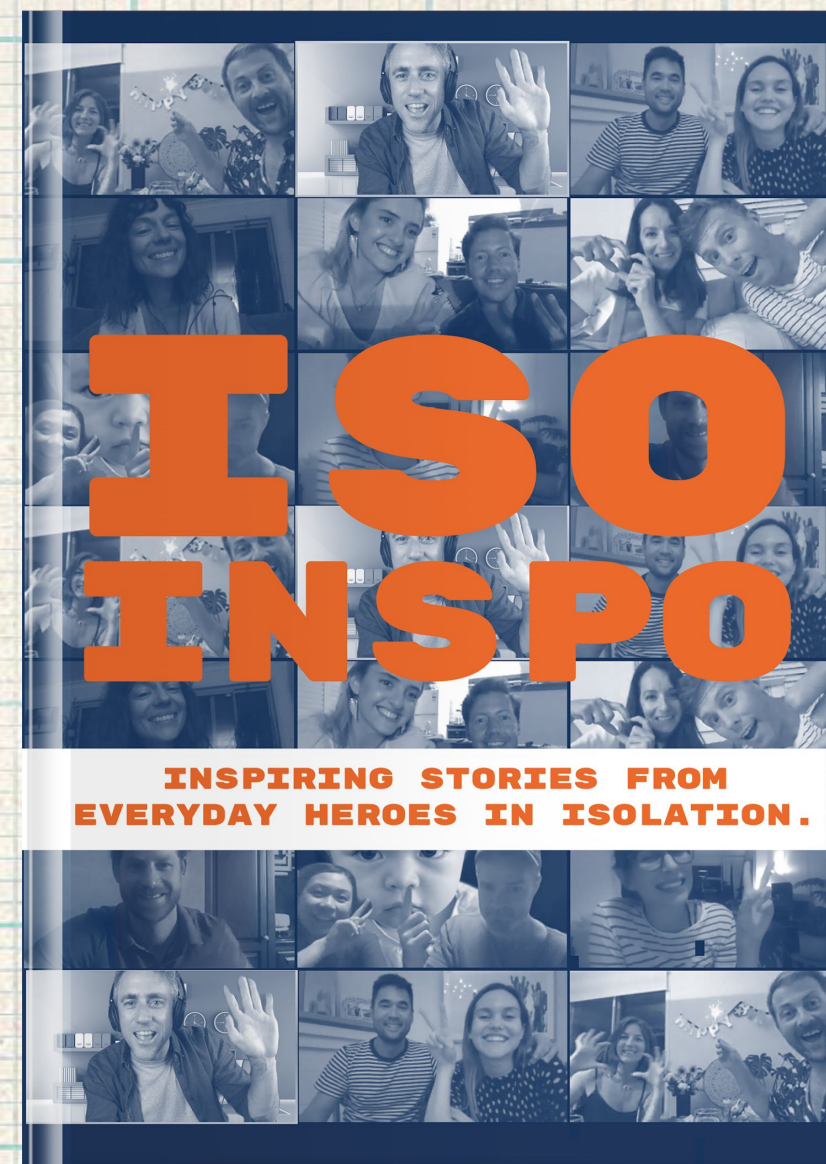
### VISUALS

To keep things interesting we need more than just a Zoom chat recording, as the visuals, on screen. To bring a story to life a fun option is to give it some creative treatments such as illustration and motion graphics.

Alternatively the option of shooting video content isn't off the table entirely. Lightweight shoots of two to three people are achievable during the current rules..



# APPROACH SUMMARY :





A black and white photograph of a large, dense crowd of people, likely at a political campaign event. The crowd is diverse in age and appearance, with many individuals looking towards the right side of the frame. Some people are wearing hats, and others are holding up cameras or phones to capture the moment. The overall atmosphere is one of excitement and anticipation. The text "CAMPAIGN IDEAS" is overlaid in a bold, white, sans-serif font on a dark blue rectangular background, positioned in the center of the image.

# **CAMPAIGN IDEAS**



# 04

## EXAMPLE IDEAS TO GET YOU STARTED



Okay so you've got the concept we're mixing a style of user generated stories with some fun visuals to carry the narrative.

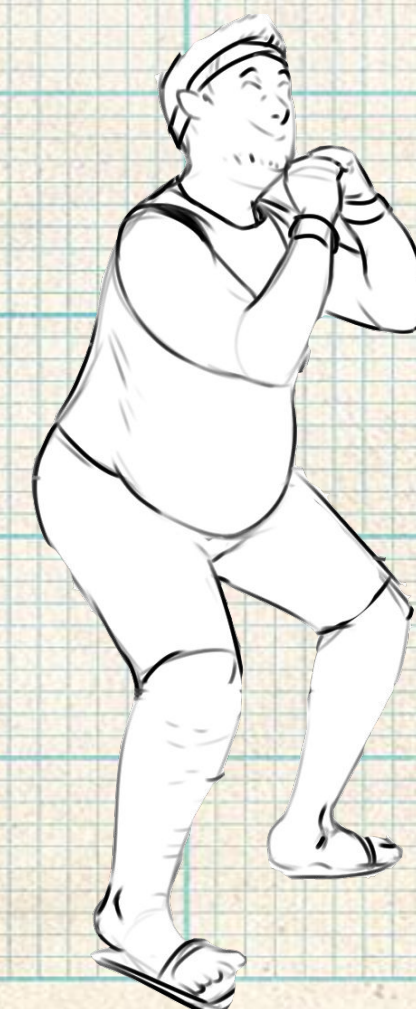
Let's go through some ideas on how this could look for your brand.

### 1. COMPANY HERO

A good place to start looking for stories of inspiration is within your organisation. Put a call out for heroes of your company. What are some of the stories from your teams? How are they finding their feet? One idea could be a member from your team donates their time one day a week to help support a meals-on-wheels charitable service?



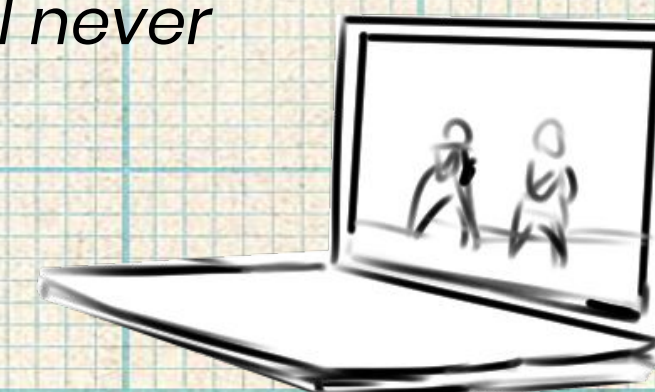
*"The best part was just that feeling of reconnecting with people, it was the first time since this whole thing happened that I actually felt like I was part of a real community".*



### 2. TEAM INSPO

Another idea could be a team building group exercise such as Zoom Zumba?

*"I have to admit it was a little weird at first, but once I let myself go to it I never felt so alive!"*





# EXAMPLE IDEAS CONTINUED...



## 3. BRAND AMBASSADORS

To raise the profile of your homegrown stories it is always a good idea to couple up with talent, who can bring out your everyday heroes best performance.

This would be a great opportunity to involve your own brand ambassadors to support your heroes. Take a look at Hamish - Blake's Zoom for another great example.

<https://www.instagram.com/hamishblakeshotz/>

## 4. PARTNERSHIPS

With many operations unable to trade as usual, there is no shortage of opportunities to initiate creative partnerships with small businesses, charities, sports, entertainment and arts.

A fun idea could be a sponsored pub trivia night in isolation with home delivered meals from local pubs. You could use your brand ambassador to host the initiative.

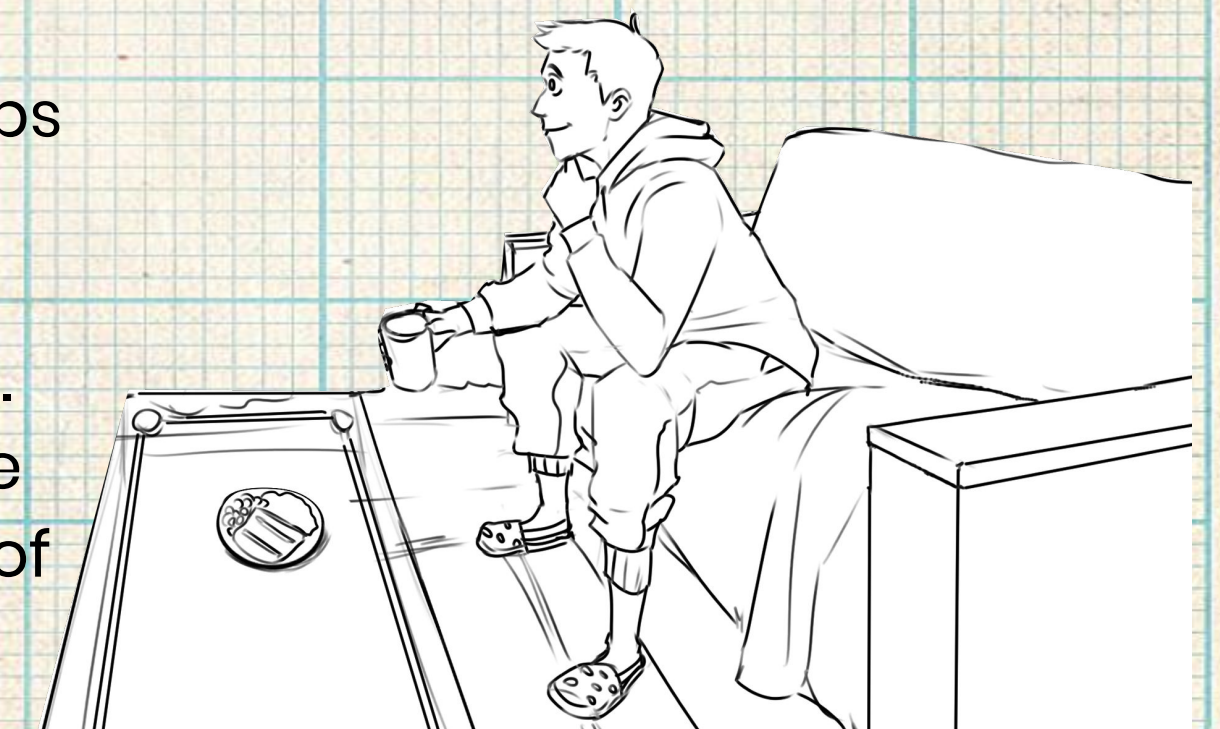


## 5. UPSKILL

With all this downtime people are eager to learn new creative skills. Consider partnering with an expert to deliver a series of educational videos to reflect your brand values?

## 6. WHEN IT ENDS

It is also a good time now to be thinking of building new relationships that continue after restrictions lift. There are going to be great stories on offer when the lights go back on. Now is your chance to be one of the brands that were part of it instead of falling silent and forgotten.





# THANKS

## JUST A FEW FINAL THOUGHTS BEFORE YOU GO.

### YOU MADE IT! BEFORE YOU CRUSH YOUR NEXT VIDEO, WE HAVE A FEW FINAL THOUGHTS FOR YOU..

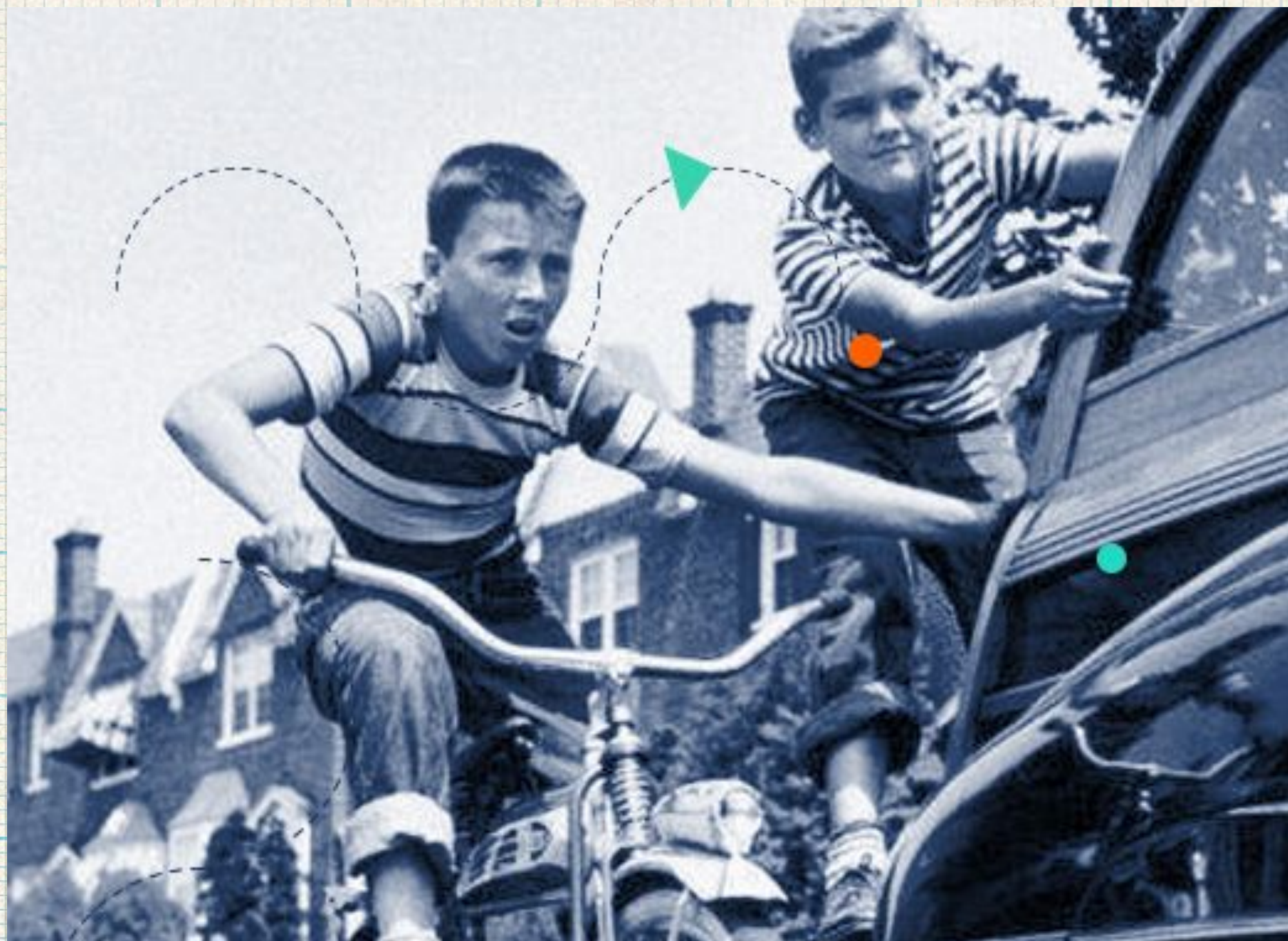


The ideas above, which are all adaptable, are loosely presented to show the endless possibilities to inspire others to get proactive and communicate.

ShortPlay offers free creative treatments to support businesses in developing concepts. Which, essentially means we work with you to create a polished concept that fits your brand. Complete with an illustrated storyboard to wow your team with. A strong creative concept is critical to make a simple idea into a reality.

### FREE CREATIVE... SERIOUSLY? WHY?

Firstly, we just love to conceptualize. It's the best part of our job. Secondly and more importantly, we believe that "you only get what you give" (*New Radicals 1998*). Therefore, we work with businesses who believe: the bigger the idea, the bigger the splash. For ShortPlay this means delivering concepts which produce the best work.  
**Concept first. Production second.**







**THANK YOU**

**SHORT  
PLAY**

[SHORTPLAYVIDEO.COM.AU](http://SHORTPLAYVIDEO.COM.AU)