

ROADMAP VIDEO PRODUCTION

Roadmap video production	
general preparation phase	project plan
	communication plan (including actions at release)
	parties approach for participation (e.g. university with media studies, production company)
preparation stage production	establish contacts with schools, associations (depending on content films)
	recruitment of participants in the project: interns, actors etc.
	development outtro's and intros, animations videos
production	writing script
	establish contacts with target groups (e.g. young people)
	start preparation first video (by students)
	organize recording
	recording
release	montage
	media campaign (Twitter, Facebook, press) (<i>see example of a media campaign</i>)
	turn off action at media campaign, rounding (e.g. contest with prize-giving ceremony)

Roadmap video production effect measurement	
preparation phase	determine starting points
	draw up road map
	composing production team
	select target group
	drawing up communication plan
production phase	conducting interviews
	capture paste shots
	process surveys
	analyze surveys
	assemble provisional end result
communication phase	feedback to client
	final assembly
	present to client
	present to audience
	present to 'society'
	implementation other parts communication plan

ROADMAP VIDEO PRODUCTION

Example of a media campaign: 'Think, don't drink'

Four movies:

- School party ends in drama
- The drowned exam
- Failure on the soccer field
- Just like his dad

Campaign

The campaign 'Think, don't Drink' consists of four videos. From Thursday 8 December, two videos each week (on Thursday and Monday) will be communicated via social media and RTV NOF. Every video is accompanied by a contest. There is a press release for the campaign to publicize the campaign. After the campaign the prize winners are announced.

Roadmap

Date	Activity	Communication	Comments
25 nov. - 01 dec.	Press release writing		
25 nov. – 08 dec.	Make friends on Facebook and followers on Twitter	Social media	
01 dec.	Deadline press release	Press release mail to local newspapers and news sites (+ website municipality/schools?)	In collaboration with municipality
05 dec.	Press release in newspapers/media	-	
08 dec.	Movie: School party ends in drama	Youtube, Facebook, Hyves, Twitter, RTV NOF *	Incl. contest
12 dec.	Film: The drowned exam	Youtube, Facebook, Hyves, Twitter, RTV NOF *	Incl. contest
15 dec.	Film: Failure on the soccer field	Youtube, Facebook, Hyves, Twitter, RTV NOF *	Incl. contest
19 dec.	Film: Just like his dad	Youtube, Facebook, Hyves, Twitter, RTV NOF *	Incl. contest
21 dec.	Contest Deadline	Facebook, Hyves, Twitter (extra attention)	On december 22, 00:00 closure of the contest
22 dec.	Contest raffle	-	
23 dec.	Publication winner (s)	Press	Whether or not a photo opportunity and

ROADMAP VIDEO PRODUCTION

			press release?
--	--	--	----------------

* It would be nice when the Twitter account of the municipality kollumerland retweets the tweets about the movies. The videos can also be placed on the website.

Contests

Movie	Question	Good answer
School party ends in drama	What is the name of the permanent memory impairment caused by prolonged excessive alcohol consumption in combination with vitamin B1 deficiency? A. Korsakov's Syndrome B. Asperger's syndrome C. Liver Cirrhosis	A
The drowned exam	How much time does the liver need to break down one glass of alcohol? A. 0.5 – 1 hour B. 1 – 1.5 hours C. 2 – 2.5 hours	B
Failure on the soccer field	By combining alcohol and energy drinks you are less drunk. True or false? A. true B. not true	B
Just like his dad	What is binge drinking? A. every day 2-3 glasses of alcohol drinking B. alcohol-free drink C. drinking large amounts of alcohol in a short time	C

Organization contest

At every contest an email address (which one?) is mentioned where the answers can be sent. You make only chance on the prize when you meet all four contests. Anita keeps in a document who participate and what their responses are.

Communication videos and the accompanying contest

The videos are especially communicated via social media: Hyves, Facebook and Twitter. The videos can be found on Youtube. Here is linked to, but the movies are also put on Hyves and Facebook. Furthermore, tried to show the videos on RTV NOF. It would be nice if also the municipality Kollumerland c.a. wants to communicate the videos (additional channel).

The contest is only communicated via social media. On Youtube (on the day) under each video the associated price question. Via Twitter is there linked to these Youtube videos. In addition, you can tweet with an extra emphasis on winning a prize. On Hyves is there on every Monday and Thursday created a blog with a link to the movie (or the video itself) and the contest. Also on Facebook is every Monday and Thursday a video posted + the contest. The raffle prize: an Ipad.


ROADMAP VIDEO PRODUCTION

Extra price

In order to reach the widest audience, we must use the power of social media: make sure that as many people as possible get the face. The message must go to Twitter followers retweeting. In this way the followers of the people that see this post and this is becoming a bigger retweeting also audience. To ensure that as many people as possible the message go retweeting, we will raffle off a prize: a digital camera here.

Examples of Social Media

Example Twitter

	Net_Nix NetNix Eerste video Tinke, Net Drink online. Klik hier: http://linkfilm RT = kans op digitale camera #tinkenetdrinke 8 Dec
---	---

Example Hyves

Blog + Plaats nieuwe blog

Tinke, net Drinke video 1

8 dec, 12:22

The first video of Think, don't Drink is [here](#) to see. The question here at hear is:

What is the name of the permanent memory impairment that causes by prolonged excessive alcohol use in combination with vitamin B1 deficiency?

- (A). Korsakov's Syndrome
- (B). Asperger's syndrome
- (C). Liver Cirrhosis

Mail your answer to <emailadres>.

› Read more

You'd like to win an Ipad?

6 Dec, 13: 22

Win an Ipad? Then watch the next few weeks properly! Thursday the campaign start ' Think, don't Drink '. This campaign consists of four videos and lasts two weeks. Each

ROADMAP VIDEO PRODUCTION

You can see a video Thursday and Monday. With every video hear a contest.

A total of four questions. You have all these four questions correctly? Than you can win an Ipad. Send your answer to <email>. Do you do this **four** times good? Chance that that Ipad goes to you. You may all your answers email us at once, but also at a time. We love whose there four times. You can email your answers to no later than 21 December.

Example Facebook



NetNix Noordoost-Friesland

Prikbord



[NetNix Noordoost-Friesland](#)

NetNix presents: Tinke, net Drinke, video 1
<http://linkvideo>



NetNix Media

www.youtube.com

Share your videos with friends, family and the world

Vind ik leuk · Reageren · [Delen](#) · 8 december om 11:26 ·



Prijsvraag: Hoe heet de blijvende geheugenstoornis die veroorzaakt wordt door langdurig overmatig alcoholgebruik in combinatie met vitamine B1-tekort?

- A. Syndroom van Korsakov
- B. Syndroom van Asperger
- C. Levercirrose

Mail je antwoord naar <emailadres>.