



Blockbuster Results on a B-movie Budget



<https://www.youtube.com/watch?v=bHIJThIQKe4>

The music video for the song
Three Second Rule
is a good illustration of...

It's not the money
you spend...

it's the *story* you tell.

It's a visual medium

You should be able to turn the sound down
and know what the story is.
Not too hard with Charlie Chaplin.



<https://www.youtube.com/watch?v=LHBHdYgg9fl>

But also not hard with the Agnes Scott
video “Agnes in Space.”



<https://www.youtube.com/watch?v=B5ruRBtHAdw&list=UUu4vKeEI5Bi-DJDd6I2faeA>

That video is part of a series where “Flat Agnes”
is photographed in various locations
all around the world.



And in the same way that
Agnes is everywhere...

Video is EVERYWHERE!

- YouTube is the 2nd most used search engine
- 80% of all internet users watch video
- 60% of internet video viewers share with friends

The Video Producer is your friend

A video producer is a
storyteller, partner and problem solver.

There are two things that video can do better in a short period of time than other forms of communication:

Tell a compelling story

Make a human connection

The three main questions you need to answer up front are:

- What's your message?
- Who's your audience?
- What's your budget?

MESSAGE: Know the message you want to communicate

AUDIENCE: Understand who the video is speaking to

BUDGET: Outline budget to facilitate custom process

There are three phases
to a video production:

- Pre-production
- Production
- Post-production

Pre-production: planning & conceptual

Production: shooting & image creation

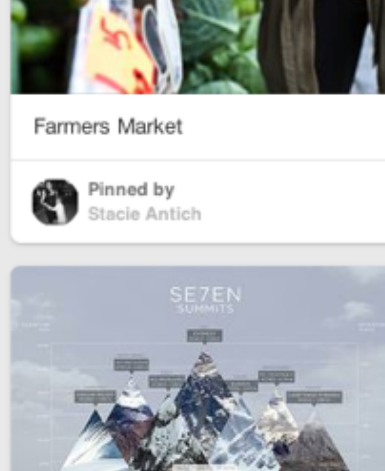
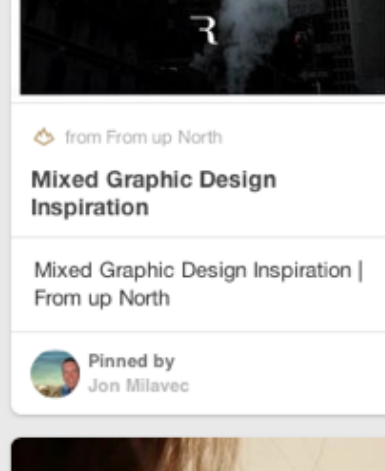
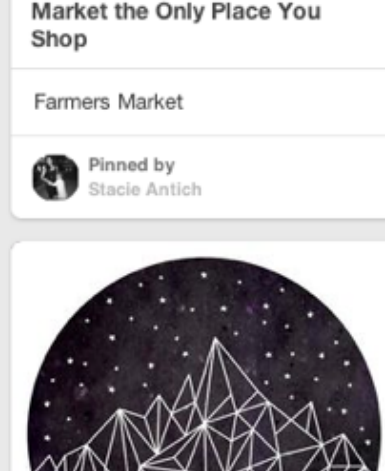
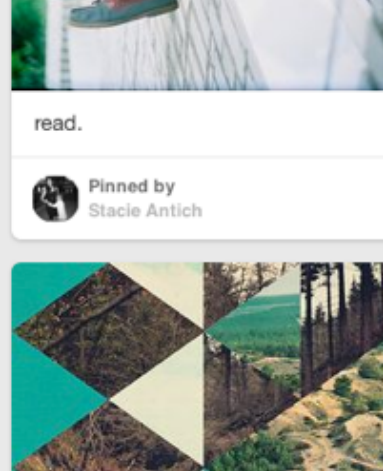
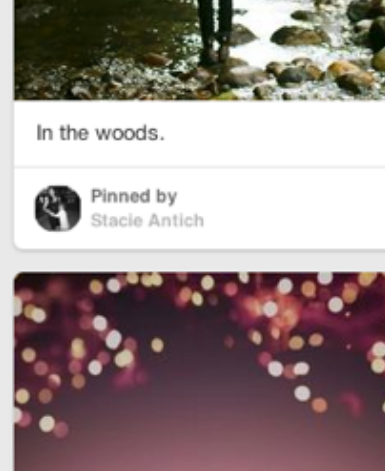
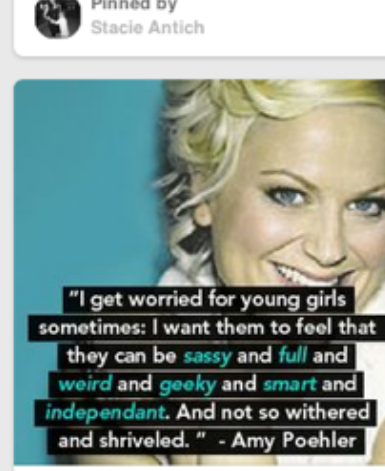
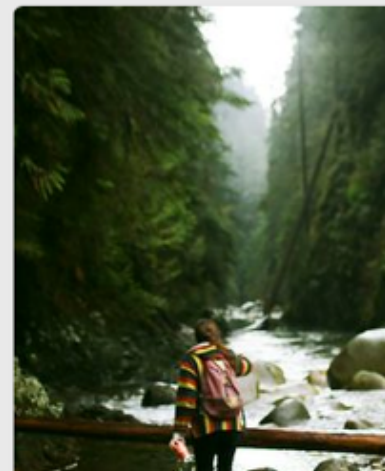
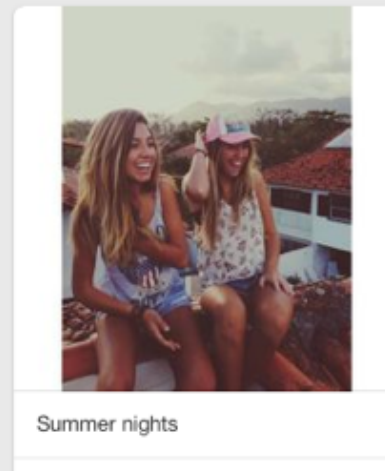
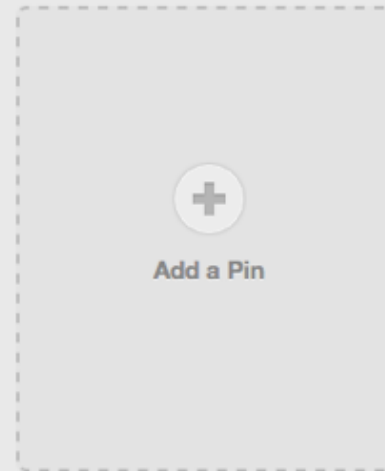
Post Production: editing, graphics & music

An example of pre-production is this Pinterest mood board Mixed Bag Media did for the Agnes Scott “Summit” intro video

Summit

THIS BOARD IS SECRET.

Add people to board Edit Board 23 Pins



Behind every successful woman is a best friend... Friendship | love | best friends [quote] | friendship day | Inspiration | Women | Peace | Role Model | Amelia Earhart | Lisette L.

Clothes Casual Outfit for • teens • movies • girls • women • summer • fall • spring • winter • outfit ideas • dates • school • parties Polyvore :) Catalina Christiano

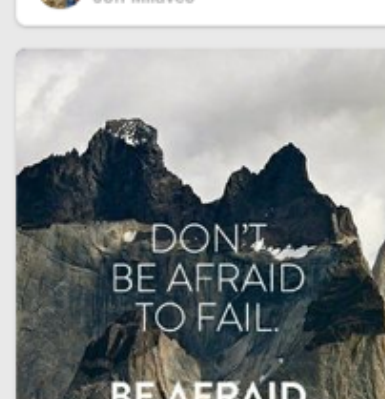
Amy Poehler Quote, want girls to be smart and independent. #amy_poehler, #strong_girls_strong_women

Little girls with dreams become women with vision.

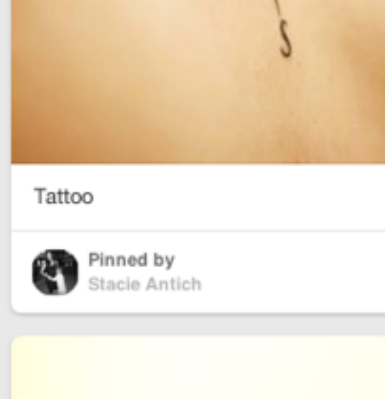
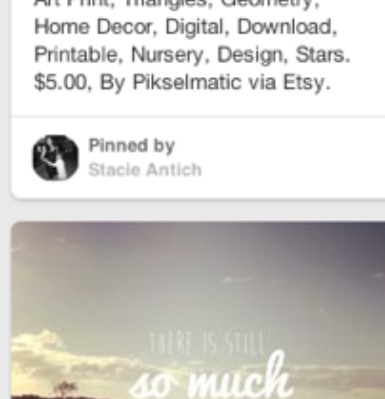
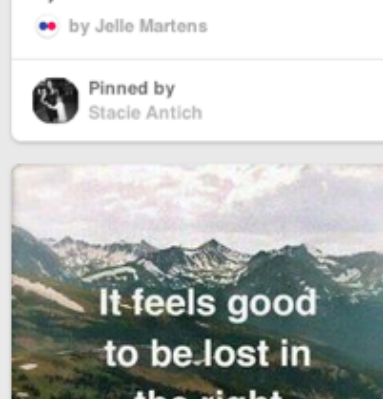
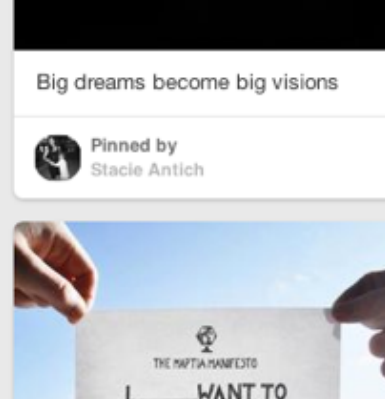
Geometric Pattern Poster, Mountain Art Print, Triangles, Geometry, Home Decor...



Infographic of the Day: The World's Most Imposing Mountain Peaks



How I want to be. How I hope my daughter turns out to be.



@Jon Milavec - a possible application for projection idea / project onto geometric summit shapes

Scouting is also a part of pre-production. Among other locations, we scouted the top of Arabia Mountain for the Summit video. It was perfect!



On the first day of shooting,
the weather was gorgeous.



On the second day, however, the rain set in. We still filmed on the mountain, but the look was very different from what was planned - dark and moody instead of sunny and optimistic.



It turned out the agency really liked the moody look, and we even pushed the moodiness in post production

Never lose sight of the
most important thing...

The Viewer's experience

Approaches to video

Marketing vs. public relations

Marketing vs. Public Relations

Paid

Builds Exposure

Guaranteed Placement

Mostly Visual

More Expensive

“Buy this product”

Specific Audience

Earned

Builds Trust

No Guarantee

Mostly Language

Less Expensive

“This is important”

General Audience

Source: Forbes.com, July 2014

Advertising

- Visual
- Emotional
- Persuasive
- Music / Images

A classic example of the Advertising approach is the 2013 Holiday video for Agnes Scott.



<https://www.youtube.com/watch?v=WmDwGCXr6r4&index=28&list=UUu4vKeEI5Bi-DJDd6I2faeA>

Public Relations

- Informative
- Engaging
- No Music / Light Background Music
- Message / Emotion determined by the viewer, not the creator

Emory University produces a video series examining themes in Hollywood films. The episode on *Interstellar* is a good example of the Public Relations approach.



Warner Brothers

https://www.youtube.com/watch?v=VEe36Kz_t50&list=PL9F42317B29475C05

Blockbuster Results

\$3,000

\$30,000

\$100,000

\$21.38

For \$3,000, you can get a solid, high quality news-style piece, like the Agnes Scott Theater program video.



<https://www.youtube.com/watch?v=zAAT4rnHkss>

\$30,000 gets you a much more involved video, such as the Summit intro, with many more locations, higher quality cameras, a larger crew, and professional talent.



<https://www.youtube.com/watch?v=RW632QUWLRy>

\$100,000 gets you even more, such as the Agnes Scott capital campaign video *The Greatness Before Us*.



<https://www.youtube.com/watch?v=PyZmbcbR9Hk>

And \$21.38 gets you a simple
(but effective) premiere party
invitation video.



It all comes down to your:
MESSAGE, AUDIENCE and BUDGET

FIN

Thank You



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