

## Vg1 og Vg2 Medier og kommunikasjon

### Making a Promotional Video

Media and Communication students at Topp Upper Secondary School have been asked by the local tourist office to make a promotional video about their county. The best video will be awarded a prize and the video will be used on the county's home page and as a local TV ad. The target group is foreign tourists that visit the county of Telemark so the video must be in English. Lisa, Mohammad and Erik – provided that they speak English - are allowed to arrange the first editorial meeting in the English lesson.

**Lisa:** Oh, I love competitions... Remember "Gangnam Style"? Just imagine if we could top the YouTube list.

**Mohammad:** With two billion viewers...? ...Dream on, Lisa!

**Erik:** Yeah, and this is not a music video, Lisa. It's a promotional video for our home county, to convince tourists to flock to Telemark.

**Lisa** (*interrupting*): I know, I know, but no harm in dreaming, is there? So, apart from the narration and text in English for **potential** tourists to our county, what other requirements does our "client" have?

**Mohammad** (*checking the specifications*): It says here: "The video should not exceed 3 or 4 minutes. The budget should be kept as low as possible..." (*turning to Lisa*) That's to you, Lisa: music is expensive and all about royalties and copyright.....

**Erik:** (*interrupting*) We'd better start working then. Maybe we should just come up with some ideas about how we can best promote this remote area of ours... Anyone?

**Mohammad:** There's always Ibsen...

**Lisa** (*interrupting*) ...and the Canal and Gaustatoppen. Yeah, right, how creative is that? Remember, we have to look beyond the obvious now. Remember the principles we learned in the marketing class – A – I – D – A? ... The A for

attention, the I for Interest, the D for desire and the A for Action. It's all about grabbing the attention of the tourists.

**Mohammad:** Well, this summer a few of our relatives from Morocco were here. The first person they asked about – apart from our family members, of course, - was Ibsen. And Lisa, you should just try to “google” Stratford-upon-Avon, the first thing that pops up is “Shakespeare’s birthplace”. Maybe we should check out Stratford’s tourist office, they might have a promotional video?

**Lisa:** Now I get you... Remember the band from the music, dance and drama class? They were great, and if I’m not mistaken they did a rap based on “Peer Gynt”, didn’t they? We could use it as a playback, maybe? That depends on the target group, of course....

**Erik:** Yeah, exactly...the target group! If it is young people like ourselves, we would of course go for rap and use Rjukanjuvet as a location. Visit Norway describes bungee jumping from the Vemork bridge as Norway’s “toughest” jump. (*In a teasing voice*) How cool would that be to shoot some scenes from the bridge, with you Lisa flying up and down on the cord.

**Lisa:** Well, in that case I am glad that this is a low budget video. Look, we could ask if we could use Visit Norway’s bungee jump slideshow photos. Saves us a lot of money – and hmm...effort. But the target group is tourists and I think that must include families, too. Let’s check Visit Telemark’s website.

**Mohammad:** Yeah, this county has fantastic scenery and activities for everyone.

**Erik:** Well, apparently we have come a step further. We need a script...and a storyboard. But first to quote our teacher.....:

**All of them:** “The script has to be fleshed out to perfection.” (*All of them giggling*)...

**Lisa:** We need a voice over to really get the message through - VISIT TELEMARK. What about an imitation of someone famous? Hiring an actor would be too expensive. Or maybe we should voice over in an exaggerated Norwegian – English accent? We need some rehearsed questions, I think.

**Erik:** That brings us back to the storyboard again. To save time I think we should just use the templates that are available online. Selecting the sound design is SO time-consuming. We have to make our selection from royalty free websites, but we might also record some with just a few props.... There's obviously nothing wrong with our imagination. (*Giggling*) What bothers me is the time aspect – editing and modifying the soundtrack to fit the filming is fun, but we'll spend hours. (*Sighing*)

**Mohammad:** The filming is definitely the fun part. We'll use the school's studio of course. If we bring our Macs, all the equipment we need is at hand. I'd like to use the white screen – suggests purity and sincerity. We need perfect lighting and the tripod for the camera. It's all about being persuasive, you know. If we invest time to ensure high production value and tight editing, we might make it!

**Lisa:** I'm confident that we'll hit the jackpot if we find the tone and mood we'd like to convey. Let's check out videos promoting Norway to borrow some "styling cues". And, we might check out Youtube, of course. - Favourites, anyone?