



## Frenchies's Marketing Bounty Challenges

### Pre-Production Planning Report

By AdaLink

## **AdaLink: Frenchies' Marketing Bounty Challenges**

### **Workshop Overview**

The AdaLink Frenchies Marketing Bounty Challenges aim to equip participants with the skills and resources to promote Cardano effectively. These workshops will focus on essential topics for creating impactful video content of live events.

### **Workshop Guest Speakers/Hosts**

1. Vivian Mendez - Marketing Specialist: Expert in PR and marketing strategies.
2. Viviana Oppenheimer - Communications Specialist: Professional host and presenter with experience in video production and public speaking.
3. Natalia Rosa – Filmmaker and Editor: Professional in video production and postproduction.

### **Workshop Topics**

#### **1. Becoming a Cardano Brand Ambassador - Grow your personal brand**

- What is a Brand Ambassador?
  - Definition and differences between a brand ambassador vs personal brand
  - Why businesses rely on ambassadors, influencers and content creators for marketing and awareness.
- Building Your Personal Brand
  - Find your target audience and niche.
  - Tips for curating engaging content that connects with your audience.
  - Engaging Your Audience
  - Research your audience preferences and create your potential buyer personas.
  - How to create value-driven content that resonates with target audiences.
- Identifying the Right Brand Collaborations for You
  - Identify brands and topics that align and share your values.
  - Understand the brand's mission and audience.
  - Understanding a brand's budget and managing expectations.
- Using Metrics to Track Success
  - Tools to measure engagement and effectiveness (likes, shares, conversions, polls, reviews).
  - Demonstrating your value to the brand through data and engagement.
- Do's and Don'ts when it comes to Brands
  - Ethical considerations when promoting products and services.
  - Common mistakes to avoid.

#### **2. Live Event Coverage: Essentials of Recording Day Pre-Production**

- Understanding Production Objectives
  - Clarifying the purpose of the coverage (promotional, documentary, recap).
- Equipment Checklist
  - Essential gear: cameras, microphones, tripods, lights, and backups.
- Audio Setup and Considerations
  - Choosing the right microphones for the event type.
  - Testing audio levels and preparing for live challenges like background noise.
- Script and Shot List Planning
  - Creating a loose script for intros, interviews, or key segments.
  - Developing a shot list to ensure you capture the event's highlights.
  - Time Management on the Day
- Backup Plans for Common Challenges
  - Preparing for tech failures (batteries, memory cards, equipment malfunctions).
  - Contingency planning for weather, low light, or unexpected event changes.

### 3. Optimal Filming: Mastering Camera Angles and Techniques

- Introduction
  - Brief overview of why mastering camera angles and techniques is essential for storytelling and visual engagement.
- Essential Camera Angles and Their Uses
  - Close-Up: Capturing emotion and detail.
  - Medium Shot: Balanced perspective for dialogue scenes.
  - Wide Shot: Setting the scene and context.
  - Over-the-Shoulder: Adding perspective in conversations.
  - Other Camera Angles
- Composition Basics: The Rule of Thirds
  - How to frame your subject for balance and visual appeal.
- Movement and Dynamics
  - Panning and Tilting
  - Tracking Shots
  - Zooming: When and how to use it effectively.
- Lighting to Complement Camera Angles
  - Tips for achieving professional-looking shots with natural or artificial light.
- Using Angles to Tell a Story
  - How to combine angles for good flow.
- Conclusion and Practice Challenge
  - Summary of key points.
  - Encourage viewers to practice by providing a challenge.

#### 4. Efficient Post-Production: Editing and Media Transfer Strategies

- Introduction to Efficient Post-Production
  - The importance of streamlined workflows in editing and media management.
- Organizing Your Raw Media
  - Best practices for labeling and structuring files before starting the edit.
- Optimizing Editing Software Settings
  - Key settings for smooth performance (e.g., proxies, caching).
- Creating a Workflow Timeline
  - Breaking the post-production process into manageable steps.
- Media Transfer Best Practices
  - Ensuring smooth handoffs between editors and collaborators.
- File Compression and Export Settings
  - Choosing the right export format and compression settings to balance quality and file size.
- Backup and Archiving Strategies
  - Keeping your media safe and accessible for future use.
- Tips on Types of Cuts
  - Straight Cut
  - Jump Cut
  - L-Cut and J-Cut
  - Match Cut
  - Cutaway
- Timing Guidelines
  - Intros
  - Outros
  - Montage Clips
  - Establishing Shots
- Conclusion and Practice Challenge
  - Summary of key points.
  - Encourage viewers to practice by providing a challenge.

#### Production Calendar

Phase	Description	Start Date	End Date
Pre-Production	Finalizing content, speakers, and materials	11/24/2024	12/31/2024
Production	Four videos to be filmed over eight days (two days per video)	1/1/2025	1/15/2025
Post-Production	Editing and finalizing workshop content (five days per video)	1/15/2025	2/15/2025
Workshop Distribution	Publishing workshop content	2/15/2025	3/25/2025
Bounty Challenges	Bounty Challenges begin	3/25/2025	4/31/2025

## Budget Breakdown

Item	Description	Cost
Production Equipment	Cameras, lighting, microphones, and supporting gear	\$6,542.10
Production Crew	Camera operators, directors, editors and assistants	\$1,800.00
Speaker Fees	Marketing/PR Specialist & Video Host	\$1,920.00
Graphic Design	Visual aids, slide decks, and workshop materials	\$1,000.00
Studio Rental	Location for filming	\$1,000.00
Community Voting Rewards	Rewards for voters selecting challenge winners (9,000 ADA)	\$4,050.00
Challenge Prizes	ADA + \$10,000 for camera & audio gear prizes (45,000 ADA)	\$20,000.00
Batch of Merch	Cardano T-shirts x 150	\$3,500.00
Business Cards	Cardano Business Cards x 10,000	\$600.00
Project Management	Administration and execution of the project	\$4,050.00
	<b>Total</b>	<b>\$44,462.10</b>

## Distribution Channels

- Discord: Full workshop videos.
- Work courses: Full workshop videos.
- Olympus Insights: Full workshop videos.
- Social Media Platforms: Twitter and YouTube for teasers and highlights.

## Additional Resources

- Engagement Tools: Discord and ClarityDAO for community voting in selecting bounty challenge winners.
- Event Tickets: One or more winners will be awarded tickets to attend an event of their choice to showcase Cardano.

## Challenges and Bounty Prizes Rollout Plan Development (Due March 2025)

The workshop content will lead into a well-structured rollout of marketing challenges.

This plan includes:

- Timelines: Clear deadlines for each challenge.
- Themes: Focused topics designed to engage participants.
- Voting Rewards: ADA distribution to incentivize community participation.
- Bounty Prize Amounts: Transparent allocation of ADA and gear prizes.
- Engagement Strategies: Regular updates, reminders, and social media campaigns to maintain momentum.

The specifics of the Challenges and Bounty Prizes Rollout Plan will be detailed in Milestone 3 report.