

# July- Current WIP Report – Ekrem

The following report provides an overview of the current work in progress.

Currently in progress:

**RAF Shoot day:** The RAF shoot day has been completed and all footage has successfully been captured. Following the shoot, the images captured on the day have been processed and edited for use with rugby and football campaigns. Furthermore, all 3 videos will be colour graded and edited to a professional level.

**Mid Year Meeting:** Photos from the Mid-year company meeting has successfully been captured. Headshots have been edited and uploaded for approval. 80% of 606 images have been colour graded and will be uploaded upon completion. A means of gaining attendee's consents will need to be established for this shoot and all future shoots. Videos captured have been saved but have not been processed, these will be processed as and when they are required in order to meet specific placement requirements.

**Playable Experience:** As part of the Rugby Dodge Tackler game development, we have successfully crafted a collection of compelling visual assets. Taking the lead in this project, I have actively initiated the game creation process, and I'm excited to share that we have reached a playable stage. To ensure a seamless user experience, a few final adjustments and backend optimizations are all that's needed to wrap up this project. With the game almost ready to hit the field, I look forward to collaborating with the team to add the finishing touches and deliver a captivating gaming experience to our users.

**Kick Lag Touch – Landing Page:** I have invested effort in creating a variety of animated graphics. Embracing the Sudbury style icon design as our foundation, I have seamlessly integrated captivating animations to enhance the page's overall dynamism. By blending the iconic Sudbury visual elements with animated features, we aim to engage visitors and provide an enjoyable user experience. The diverse set of animations allows us to explore different approaches and find the perfect balance between aesthetics and functionality.

**Kick Lag Touch – Socials:** I took the initiative to create multiple options for our upcoming TikTok video. Understanding the importance of diverse perspectives and individual preferences within the team, I wanted to ensure that everyone's voice was heard. By offering a range of creative ideas and concepts, we can collectively explore and select the most appealing option that best represents our team's identity and message. This approach not only promotes collaboration and inclusivity but also fosters a sense of ownership and enthusiasm among team members. As we move forward, I look forward to receiving valuable feedback from the team and finalizing the TikTok video that will undoubtedly leave a memorable impact on our audience.

**Canto:** I am currently in communication with Canto and I have arranged a demo for the 15<sup>th</sup> of August. I believe Canto will be a valuable tool to help organise our company's digital assets and provide us with a reliable approval infrastructure.

**Rugby game stock photography:** Between 8<sup>th</sup>-10<sup>th</sup> of August, we have an opportunity to photograph stock footage for use with current and future rugby campaigns. As most public stock images are US based, UK rugby images are difficult to source. Compiling our own rugby images will provide us with unique and relevant imagery.

# Objective Setting Report – E Ekrem

This self-reflective Key Performance Indicator (KPI) report offers an insightful examination of my personal performance across various key metrics. By delving into each KPI and discussing how it has been achieved, this report provides a comprehensive evaluation of my strengths, areas for growth, and overall progress in meeting my personal goals. Through introspection and analysis, this report aims to identify the actions, strategies, and habits that have influenced my KPI performance, enabling me to make informed decisions and drive personal development. By taking a self-reflective approach, I can gain valuable insights and leverage them to enhance my performance and achieve greater success in my endeavors.

**Lead Generation - Improve video creatives - All branded video ad creatives, regularly reviewed and optimized:**

## **Strengths:**

- Creative Innovation: Taking the initiative to create multiple options for our TikTok video showcases my creative approach to lead generation. By exploring various ideas, I aim to capture the attention of a wider audience and pique their interest in Kick Lag Touch.
- Inclusive Collaboration: Recognizing the importance of diverse perspectives, I ensure the team's voices are heard during the selection process. This collaborative approach fosters a sense of ownership among team members and promotes inclusivity in our lead generation efforts.
- Targeted Messaging: By crafting options that align with our team's identity and message, I can effectively communicate Kick Lag Touch's unique selling points, helping to attract potential users who resonate with our brand.

## **Weaknesses:**

- Time Management: With multiple creative options to develop, there is a possibility of encountering time constraints. Ensuring timely completion of the video creatives is essential to maintain the momentum of our lead generation campaign.

## **Opportunities:**

- Viral Potential: TikTok's vast user base presents an opportunity for our video creatives to go viral, leading to increased brand exposure and potential user acquisition.
- User-Generated Content: Leveraging TikTok's interactive features, we can encourage user-generated content, allowing our audience to engage with our brand and participate in lead generation efforts.

## **Threats:**

- Market Saturation: The popularity of TikTok as a marketing platform means that our content competes with numerous other brands. Ensuring uniqueness and relevance in our video creatives is essential to stand out.
- Changing Algorithms: TikTok's algorithm changes might affect video reach and visibility, potentially impacting our lead generation campaign's performance. Staying updated on platform trends is critical to adapt our strategies accordingly.

## Website Development – Improve user experience – lower dead clicks

### Strengths:

- Creative and Engaging Content: My efforts in creating compelling visual assets for the Rugby Dodge Tackler game and animated graphics for the Kick Lag Touch landing page demonstrate a creative approach to improving user experience. These elements aim to captivate visitors and keep them engaged, reducing the likelihood of dead clicks.
- Proactive Leadership: Taking the lead in the game development project shows my proactive attitude towards achieving the target. By initiating and driving the creation process, I ensure that the game will be ready for users soon, contributing to an improved user experience and lowering dead clicks.
- Blend of Aesthetics and Functionality: My seamless integration of captivating animations in the Kick Lag Touch landing page strikes a balance between aesthetics and functionality. This approach optimizes the user experience, making the page visually appealing while delivering a smooth and enjoyable browsing experience.

### Weaknesses:

- Backend Optimization: Despite reaching the playable stage for the Rugby Dodge Tackler game, there is a need for final adjustments and backend optimizations. Ensuring that these aspects are thoroughly addressed is essential to provide users with a seamless and glitch-free gaming experience, ultimately reducing dead clicks.

### Opportunities:

- Enhanced User Engagement: The creative visual assets and animated graphics offer opportunities to enhance user engagement across both the game and the Kick Lag Touch landing page. Engaging content can reduce the chances of users encountering dead clicks and keep them interacting with our website.
- Continuous Improvement: The flexible nature of visual elements and animations allows for continuous improvement based on user feedback and performance analysis. Embracing this iterative approach will lead to further refinement of the user experience, ultimately lowering dead clicks.

### Threats:

- User Preferences and Trends: The rapidly changing user preferences and design trends in the digital landscape pose a threat to maintaining a relevant and engaging user experience. Continuous monitoring and adaptation are crucial to avoid falling behind and encountering an increase in dead clicks.
- Technical Constraints: Backend optimization and technical challenges during game development and website design may cause unexpected delays and potential disruptions in achieving the target of lowering dead clicks.

Brand - Assist in the formulation of strategies - Brand review undertaken - Brand guidelines published (digital media):

**Strengths:**

- Proactive Exploration: My initiative to explore Canto as a digital media asset management tool showcases a proactive attitude towards addressing the target of managing company digital media assets. This approach demonstrates my commitment to streamlining our asset management process and enhancing overall efficiency.
- Collaboration and Communication: By being in communication with Canto and arranging a demo, I ensure that the team stays informed and involved in the decision-making process. Effective collaboration and open communication foster a shared understanding of the tool's potential benefits and encourage buy-in from the team.
- Identified Value: Recognizing the value of Canto as a valuable tool for organizing digital media assets and establishing a reliable approval infrastructure highlights my ability to identify practical solutions to support our brand's media management needs.

**Weaknesses:**

- Limited Familiarity: As we explore Canto as a new tool, there might be a learning curve for the team to fully grasp its features and functionalities. Addressing any knowledge gaps through training and support will help maximize its potential impact on our digital media asset management strategies.

**Opportunities:**

- Streamlined Asset Access: Utilizing Canto's features to organize digital media assets provides the team with easy access to up-to-date visual content. This streamlined access can improve workflow efficiency and enable the team to create consistent and cohesive branding across various channels.
- Enhanced Approval Process: Canto's integrated approval system offers an opportunity to establish a structured and efficient process for reviewing and releasing new assets. This streamlined workflow can speed up asset approval, ensuring that only fully approved media reaches the wider team.

**Threats:**

- Implementation Challenges: Introducing a new asset management tool might face resistance or challenges during the initial adoption phase. Effective communication and providing adequate support will be essential to overcome any hurdles and successfully integrate Canto into our workflow.
- Potential Compatibility Issues: Integrating Canto into our existing systems might present technical challenges or require customizations to ensure seamless functionality. Addressing compatibility issues proactively will be crucial to avoid disruptions to our media management process.

## Events – Engage with our customers effectively – OOH event assets or installations:

**Strengths:**

- Compelling Visual Assets: The successful completion of the RAF Shoot day and the Rugby Dodge Tackler game development showcases my ability to create compelling visual assets. These assets can be leveraged effectively in OOH event installations to capture customers' attention and engagement.
- Proactive Initiative: My role in taking the lead in the Rugby Dodge Tackler game project demonstrates a proactive approach to event engagement. This proactive attitude can also be applied to the planning and execution of OOH event assets or installations to maximize their impact on customers.
- Efficient Asset Organization: My communication and arrangement of a demo with Canto display my efforts to streamline the organization of digital assets, including those required for OOH events. Efficient asset organization allows for quick access to relevant content during event preparations.

**Opportunities:**

- Immersive Event Experience: Utilizing the visually captivating assets from the RAF Shoot day and the Rugby Dodge Tackler game can create immersive and memorable OOH event experiences. These installations have the potential to leave a lasting impression on customers, fostering brand awareness and engagement.
- Unique and Relevant Imagery: The opportunity to photograph stock footage of UK rugby during the Rugby game stock photography period presents a chance to compile unique and relevant imagery for OOH event assets. These original visuals can set our events apart from competitors and resonate with the local audience.

**Weaknesses:**

- Limited Attendee Consent: Gaining attendee consent for capturing photos and videos during events, as highlighted in the Mid Year Meeting, may pose a challenge. Securing consent will be crucial to comply with legal and ethical requirements while capturing valuable content for OOH event assets.

**Threats:**

- Time Constraints: The need to process and edit videos from the RAF Shoot day, Rugby Dodge Tackler game, and Mid Year Meeting may impose time constraints on preparing OOH event assets. Planning ahead and allocating sufficient resources will help mitigate potential delays.
- Weather and Environmental Factors: For OOH event installations, external factors like weather conditions or public space limitations may impact the success of the event. Preparing contingency plans and choosing suitable locations are essential to minimize potential disruptions.

Content – 2 high quality videos per month - Agreed timeline, and meet the agreed-upon video length, resolution, and audio quality standards.

**Strengths:**

- Diverse Visual Assets: The successful completion of the RAF Shoot day, Kick Lag Touch - Socials, and the Mid Year Meeting showcases my proficiency in creating diverse visual assets. This expertise enables me to produce high-quality videos that meet the target of two videos per month.
- Proactive Leadership: The initiative to create multiple options for the upcoming TikTok video under Kick Lag Touch - Socials demonstrates proactive leadership in video creation. This approach drives the team to produce videos consistently and meet the agreed timeline.
- Efficient Workflow: Utilizing tools like Canto to organize digital assets efficiently streamlines the video editing process, allowing for timely delivery of high-quality videos.

**Opportunities:**

- Reusability of Visual Assets: Leveraging visual assets from different projects, such as the RAF Shoot day and the Mid Year Meeting, offers an opportunity to repurpose existing content for video creation. This approach can expedite the video production process and ensure adherence to the agreed timeline.
- Creative Exploration: Continuously exploring new concepts and approaches in video creation can lead to fresh and innovative content. This approach keeps the audience engaged and enhances the overall quality of the videos.

**Weaknesses:**

- Video Processing Time: Despite capturing footage from various events, the time required to process and edit videos to meet specific standards might be a challenge. Streamlining the video editing process and prioritizing timely delivery is crucial to achieve the target.
- Attendee Consent: Gaining attendee consent, as highlighted in the Mid Year Meeting, for videos captured during events may present difficulties. Establishing a smooth consent process ensures the legal use of event footage in videos.

#### **Threats:**

- Technical Challenges: Ensuring that videos meet agreed-upon standards for length, resolution, and audio quality may pose technical challenges during editing. Addressing technical constraints promptly is essential to maintain high-quality videos consistently.
- Content Fatigue: Producing high-quality videos consistently can lead to content fatigue, potentially affecting creativity and innovation in future videos. Continuously exploring new concepts and approaches will help overcome this threat.

**Creative Development - Develop at least one new video production skill - evidence of their newly acquired skill, such as a portfolio showcasing their new skill or a project where the skill was utilized.**

#### **Strengths:**

- Proactive Experimentation: The RAF Shoot day provided an opportunity to explore new techniques and experiment with post-production relighting using DaVinci Resolve. The use of remote monitoring via an iPad allowed for innovative camera angles, showcasing my proactive approach to exploring and adopting new video production skills.

#### **Opportunities:**

- Post-Production Skill Enhancement: Through the use of DaVinci Resolve during the RAF Shoot day, I have identified an opportunity to further develop my post-production skills. By delving deeper into advanced features and techniques of the software, I can enhance the quality and visual appeal of our video productions.
- Consistent Skill Integration: Continuously incorporating new techniques, such as the ball-throwing effect for the upcoming TikTok video under Kick Lag Touch - Socials, presents an opportunity to develop a portfolio of diverse video production skills. Consistent integration of these skills ensures the production of innovative and captivating content.

#### **Weaknesses:**

- Attendee Consent Process: Gaining attendee consent for video capture, as highlighted in the Mid Year Meeting, may present challenges that could potentially delay video processing and usage. Establishing a smooth and efficient consent process is essential to avoid delays in incorporating valuable event footage.

#### **Threats:**

- Skill Application Limitations: Integrating new techniques into videos, while essential for skill development, may not always align with the overall creative vision. Ensuring that new skills complement and enhance the storytelling aspect is crucial to maintaining the video's effectiveness.

**Planning - Reduce the annual reshoot rate by 15% compared to the previous year - Set a baseline from the first 3-4 videos and use that to determine measurable results.**

**Strengths:**

- Proactive Innovation: The RAF Shoot day showcases my proactive approach to exploring and implementing new techniques using DaVinci Resolve for post-production relighting. By experimenting with innovative methods during the shoot, I have taken measures to prevent potential reshoots due to lighting mistakes, thus positively contributing to reducing the reshoot rate.
- Creative Decision Making: Taking the initiative to create multiple options for the upcoming TikTok video under Kick Lag Touch - Socials demonstrates my ability to make informed and creative decisions. By involving the team in the decision-making process, we can collectively select the most appealing concept, reducing the likelihood of reshoots caused by lack of alignment with the team's vision.

**Opportunities:**

- Continuous Learning: Continuously exploring and adopting new techniques during video production, as evidenced by the RAF Shoot day, presents opportunities for skill enhancement and reducing the likelihood of reshoots caused by technical errors.
- Improved Consent Process: Establishing an efficient and clear consent process for event photos and videos, as highlighted in the Mid Year Meeting, offers an opportunity to gain attendee consent promptly. This streamlined approach can prevent reshoots due to legal compliance issues.

**Weaknesses:**

- Lack of Reshoot Data: Currently, there have been no reshoots of photos or videos, which creates a challenge in setting a baseline to measure the reduction in reshoot rates. This limitation may require alternative methods to evaluate and track progress accurately.

**Threats:**

- Time Constraints: Balancing the pursuit of innovative techniques and capturing diverse visual assets, as evidenced in Kick Lag Touch - Socials, with the time-sensitive nature of video production might lead to potential reshoots caused by rushed work.
- Technical Challenges: Despite efforts to prevent reshoots through innovative post-production techniques, technical challenges during video production may still arise. Ensuring a thorough review of the captured footage and addressing any technical issues promptly can help mitigate this threat.

**Planning - Define a process for planning, creating and scheduling shoots - Easily trackable input and outputs.**

**Strengths:**

- Proactive Planning: The experience gained from the RAF Shoot day, including dealing with new equipment, venue, actors, and team members, showcases my proactive planning approach. By considering all requirements and potential failure points, I have contributed to defining a robust planning process for future shoots.

- Collaborative Approach: Working closely with multiple team members to gain fresh perspectives, as evident in the RAF shoot, demonstrates effective collaboration. This collaborative approach enriches the planning process, ensuring a comprehensive and well-rounded strategy.

#### Opportunities:

- Learnings from Company Events: Attending the Mid-Year meeting and acknowledging strengths and shortcomings in planning allows me to implement improvements and define a more effective process for future company events. Utilizing these learnings contributes to easily trackable inputs and outputs during the planning phase.

#### Weaknesses:

- New Techniques Implementation: While trialing new techniques during the RAF Shoot day enhances video quality and prevents reshoots, it may pose a challenge in integrating these techniques into the planning process effectively. Ensuring smooth adoption and utilization of new techniques is vital for streamlined planning.

#### Threats:

- Time Constraints: Balancing the demands of planning, creating, and scheduling shoots, as evident in the Kick Lag Touch - Socials, may pose time constraints. Effective time management and prioritization are essential to mitigate potential delays or rushed planning decisions.
- Technical Challenges: Experimenting with new techniques and technology during shoots, such as remote monitoring using an iPad during the RAF Shoot day, may present technical challenges. Addressing these challenges promptly and effectively is necessary for smooth planning and execution.\