#ChoicesForChange

Campaign Report – COMM 2777

Contents

Introduction

SONAR has partnered with LADBible and Adobe Creative Cloud to produce a campaign that can be a force for social good.

Our campaign, titled "#ChoicesForChange" responds to the three main requirements that were asked in the brief:

1. Tell a story of a positive change and call to action
2. Make it relatable and engaging
3. Have the potential for it to go viral.

Our team has worked hard to deliver this through our finished product: an engaging and shareable video showing Six Ways You Can Help A Homeless Person. Intensive research, planning, organisation, design and development were carried out during this process. This report aims to explain how we've built our product and take you through our campaign journey.

Team Profiles

Abinav
Project Lead

Background:
Digital media student, creative social-entreprenuer, freelance marketing consultant

Skills:
Experienced in working in various teams across cultures and backgrounds. Intuitive, creative thinking and leadership abilities.

Contributions:
Project management, discussions with partners and stakeholders, making executive decisions and driving team morale.

Megan
Research Lead

Background:
Communication and media student, PR and Communication Intern.

Skills:
Well organised, time management, conducting thorough research, identifying target audience.

Contributions:
User research, audience research, surveys, brief research.

Hailee
Research Lead

Background:
3rd Year Public Communication Student, majoring in Public Relations.

Skills:
Organisation, Time Management, Conducting content analysis and research

Contributions:
Brand research, topic research, surveys, production schedule

Team Profiles

Grace
Design Lead

Background:
Second year Media and Cultural Studies student, work experience at newspaper in Manchester - lots of experience with Photoshop, inDesign and Premier Pro.

Skills:
Creative, artistic, works well in a team and very organised

Contributions:
Storyboarding, choosing locations to shoot in, costumes, moodboards, overall mise-en-scene of the campaign

Mika
Design Lead

Background:
Media and Sociology student, experience in poster design for student band concerts, internship with Rolling Stone Japan magazine

Skills:
Creative, detailed work

Contributions:
Developing storyboards, designing the logo, researching key areas like the format and branding where design is key in success.

Jay
Development Lead

Background:
Second Year Digital Media Student and have modules in design for digital media, animation and interactivity, dynamic web programming and motion graphics.

Skills:
Adobe CC, multimedia production, organisation and time management

Contributions:
Planning and creating the video, filming, editing the video, developing the logo and producing motion graphics animation.

Project Management Report

Thorough planning, organisation and strategising was necessary to ensure that our campaign was executed to our best ability.

Organisation

Upon getting to know each other, we were involved in a series of team building exercise. This included sharing our strengths and weaknesses and building rapport through mutual interests with one another. Communication was regular using our online group-chat which allowed informal, yet regular points of contact and sharing of information.

We met weekly. To ensure that our progress was going the right way, we regularly spoke to our supervisors, partners and also our audience to bounce ideas and plans.

To plan our meetings effectively, we used an online tool called Doodle which allowed us to schedule meetings in an orderly and easy manner. [1]

Strategy

Several strategic decisions were made to ensure the success of our campaign. These included:

- Create short and educational video for high impact.
- Follow formats of previously successful viral videos.
- Partner with local charities to increase outreach and resources.
- Regularly communicate with stakeholders.
- Build good relationships with our clientele.

Through this strategy, we were able to build a campaign that had a high success rate with the low requirements for resources.

Partnership was key: we build relationships with the local church university, drama students and also LADbible through taking initiative and being diplomatic. It allowed us access to filming locations, talent and also valuable feedback that we were able to incorporate in our campaign.

Plan

W4 (18th) Ideation
- get ideas finalised

W5 (25th) Pre production
- design storyboard + script

W6 (04th) Pre production
- get actors, location, setting

W7 (11th) Production
- film

W8 (18th) Post-Production
- edit

W9 (25th) Feedback + Pitch prep
- share and record response
- make presentation for pitch

BREAK

W10 (Pitch)
pitch

A clear plan and schedule was drafted in order to ensure that we are on track and manage our time effectively. We decided to launch our final product at the start of the Easter break to allow us 5 weeks of time to share and record responses for the pitch and submission deadline.

Risk Assessment

A SWOT analysis was conducted during the early stages of our campaign:

		Helpful	Harmful
		Strengths	**Weaknesses**
Internal		• Delivers requirements of the brief • Thorough research and development invested • Feedback from stakeholders has been positive	• The video may be too short and shallow • The team may have disagreements/conflict • The issue may be too sensitive to cover
		Opportunities	**Threats**
External		• New partnerships can bring new ideas and resource • Can build on the success for future work prospects • Perform social good and make an impact	• The stakeholders do not agree/like our product • Relationships with partners can be damaged • Difficult to measure real impact in the long term • Technical, weather and talent related issues.

Research Report

Research Foundations

Throughout the process of the campaign, as research leads, we knew that we needed to build the foundation of the campaign. Research was needed on both LADbible and Adobe as they were our partners and we were producing this campaign for their audiences. It was imperative that we understood previous campaigns LADbible had created to make sure that we were producing a niche campaign that incorporated the style the LADbible uses. As we were creating a campaign focusing on a cause for social good, our research primarily focused on how our chosen topic of homelessness can create a cause for social change.

LADbible Group

The LADible brand demonstrated a vast array of content that spans multiple platforms, with the having successfully addressed many prevalent social issues in the past. Previously successful campaigns included '*Trash Isles', 'UOKM8?' 'And Free to Be'* which all spread awareness about a social or environmental cause.

Through further analysis, it became clear that our campaign had to have elements embedded within it that would enable it to go viral, owing to the LADbible's status as 'one of the web's most prominent social video publishers'. The very nature of the group has subsequently fostered a socially conscious global network that strives to make a positive difference and 'drive awareness' regarding prevalent societal issues that affect the global community. Such strong mission statements ultimately informed the development and style of our finished product. [2]

Adobe Creative Cloud

The Adobe Creative Cloud offers a range of digital programs that are beneficial to the development of digital projects. Adobe prides itself on its ability to deliver a creative suite that offers everything users 'need to design and deliver exceptional digital experiences'. Further research into the individual programs enabled us to further conceive of our final product and allowed us to envision our desired format and aesthetic. In undertaking this analysis, we gained further insight into how Adobe's Creative Cloud would assist us in develop a product that would allow for real-life positive change. [3]

Audience Research

As we wanted to create a campaign that had the potential to go viral, as researchers we believed that it was imperative that audience opinions were included within our research. To gather audience opinions on the topic we created a survey online and shared this link on our social media page (Facebook). Although anyone could answer so answers weren't always necessarily from our primary target audience of 18-34 . We thought it was necessary to gather a well-rounded, balanced view of how the public felt that they could help the homeless.

After researching firstly into LADbible and Adobe to gain an insight into previous campaigns and how LADbible implemented them successfully, we chose our focus topic of homelessness. We wanted the main aim of our campaign to highlight how citizens can easily help the homeless to make their day to day lives on the street a little easier. With this in mind, we created a survey aiming to delve deeper into the reasons why people believe individuals end up homeless with a central focus on the audience explaining what they believe is a meaningful way to help homeless individuals. We received 98 responses in total, with 48% of responses being from our target demographic. The results gained from the survey itself provided the foundations for the six ways we believed individuals could help the homeless. The audience's insight into the topic allowed us to create a campaign that we believe is beneficial to educate a mass audience.

Key data that we learned from our survey include:

3. Do you feel that there are negative perception towards homeless individuals?
- ○ Yes
- ○ No
- ○ Unsure
- ○ Prefer not to say

4. If you thought perceptions are negative, what are the reasons behind this?

5. Are you more inclined to help or ignore homeless individuals when you see them on the street?
- ○ Help
- ○ Ignore
- ○ Don't know

Link to survey: https://www.surveymonkey.co.uk/r/273DLDV

89%
Agreed that there is a negative perception of homeless people in the UK

4/5
Believed that this was due to societal perception and negative media portrayals

Education & Media
Are the most common solutions suggested to change these perceptions

Homelessness

After conducting our brand research, it was clear that it was necessary to create a campaign based around a prevalent social issue that would resonate with a vast global network. To determine the issue we would focus on, we examined multiple contemporary social issues such as mental health and matters of equality. However, what resonated most was the issue of Homelessness. We found this matter to be a prevalent issue in both our local community and one that could be addressed on a universal scale. In November 2018, BBC news reported that there were at least 320,000 people in Britain that were homeless (Richardson, 2018). This figure having increased by 4% since the previous year (Richardson, 2018), and is believed to be more due to being unable to account for the exact figure of those sleeping rough in the United Kingdom. [4]

After looking further into the matter, we found that there were many misconceptions and fallacies surrounding people who are homeless, particularly regarding the circumstances behind their situations as well as how to effectively assist those who are homeless. We chose to focus on the latter as it provided an effective way to create a force for social good, in the manner of making certain, simple choices in our everyday lives to help make the lives of those who are homeless easier.

Social media and viral videos

After completing the research into both LADbible and Adobe, as a team we discussed the best format and method of distribution for our product. As a result of the information that was gathered, we agreed that this was to be best executed as a short, informative video that would be shared through LADbible's social media platforms. Further research showed that spreading a message via these means is generally perceived as a reliable source of information (Henning & Phillips, 2012), which was our primary goal to break down stereotypes and create positive behavioural change. We felt this method to be most effective as the format allowed us to better emulate both brand's shared desire to create positive change through technological outlets. Furthermore, both the format and arrangement of our product were influenced by research that places emphasis on the dynamics of viral videos that can be used to distribute replicable ideas via creative means amongst networked communities (Burgess, 2008). [5] [6]

Finalising Research

To conclude, from conducting our lengthy research process into homelessness and our partners within the brief. We have evaluated a number of options to create our homelessness campaign. Moving forward, we want to create a meaningful campaign that humanizes homeless individuals when at times they can be excluded from society. We want to showcase how small steps can have a beneficial impact on the lives of homeless individuals. We also want the campaign to have viral capacities as we strongly believe that the topic of homelessness is one that our target audience can relate to as it can happen to anyone so we aim to educate and spread the message of meaningful change.
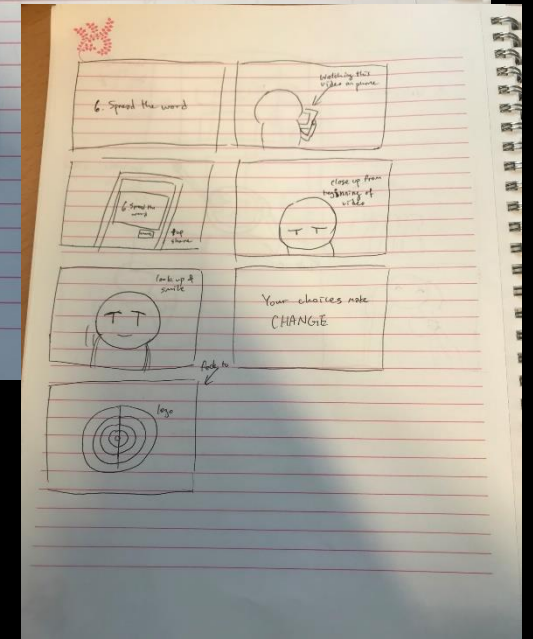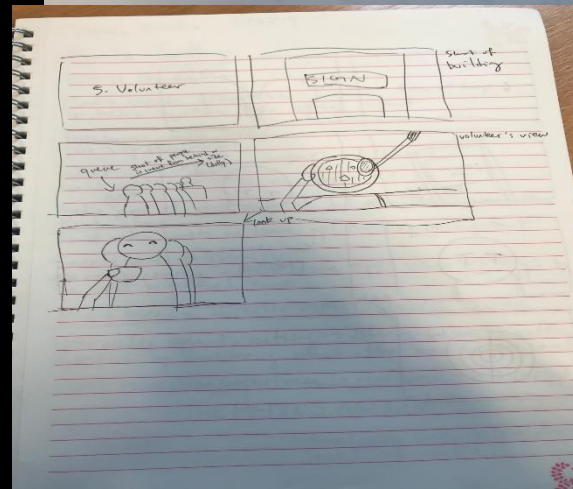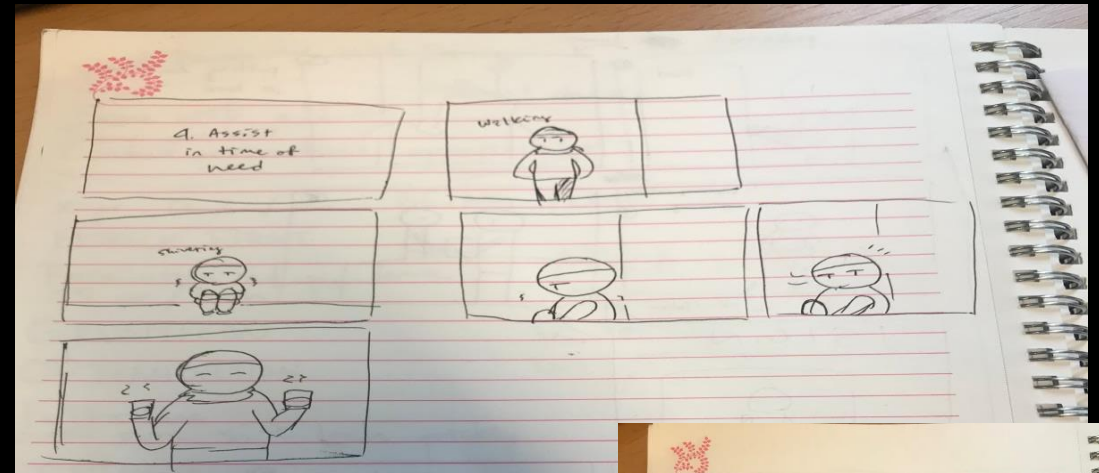
Design Report

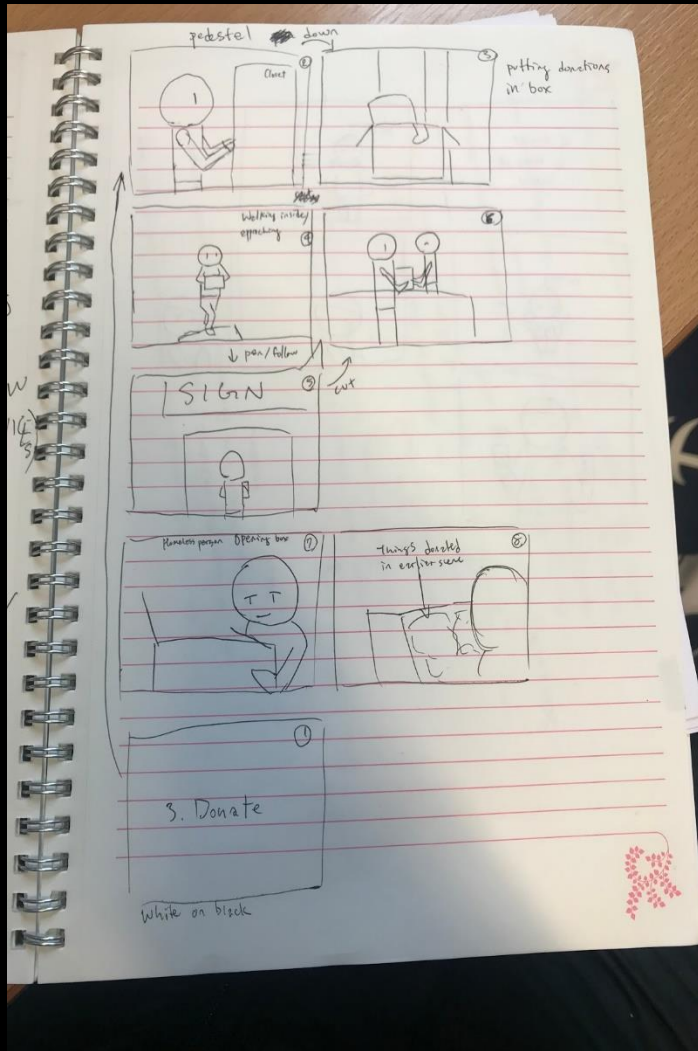## Storyboards

Before drawing the storyboard, we wrote out the narrative with the whole team to clarify what and how we present our main points in the video, which are the six ways the viewers can help the homeless, chosen based on our research. In addition to this, this process helped us identify any constraints we had to consider, such as skills, resources, and the length of the video.

When we were creating the storyboard, we made sure we included as much detail as possible because we knew that this would give us all a better image of the finished product, meaning that it would become much easier for us to work backward from the image, and come up with better ideas for locations, props, and editing. This also helped us plan and carry out the filming schedule smoothly.

Since the original storyboard was designed for a two minute video, it includes scenes and directions that do not appear in the finished product. To make the video as convincing as possible, we initially planned to show statistics about homeless people and perceptions on them, which we collected through our research and the survey, but to keep the video as short as possible, we decided to focus on the story part. At this point, we wanted the viewers to establish a connection not only with the volunteer but with the homeless character as well. To do this, we planned to have close up shots of the homeless character's face in the beginning and the end of the video to show the change in their emotion before and after being helped.

Although we were not able to include all of the directions we first intended to have, we were still able to clearly make our point because each scene was designed to show the action one can take, and the result of their action. We all agreed that this simple structure is both easy to understand and convincing.

Early sketches

Improved storyboards

Locations, costumes and props

To ensure that the campaign looked as legitimate and authentic as possible, we needed to plan the exact locations, costumes and overall aesthetic of each scene. We needed to make sure that we did our research before we filmed in order to stray from potentially offending anyone.

Location was the area that took us the longest to decipher. Leeds City Centre is inundated with rough sleepers, and we were conscious of filming there, believing that it was unethical to film in front of them. To avoid this, we walked around the university campus to see if there was anywhere we could film. After much deliberation, we decided to film behind the back of the Laidlaw library, as it conveyed the street aesthetic that we were after, had many passers-by of students between classes and was away from any people in the same vulnerable situation that we were trying to depict.

Filming here proved much better, as many of the different locations were within walking distance, making the filming process less time consuming. After the storyboards had been completed, we wrote down where we were going to film each scene and came up with a list of all the locations - splitting them up across a two day period.

For the first day of filming, we had arranged with Rainbow Junktion, a 'pay-as-you-feel' volunteer ran cafe, to allow us to film a scene there. We kept the two lead actors the same throughout, and dressed them in appropriate clothing. Stereotypically, homeless people are dressed in scruffy, dirty clothes and so we gave our actor an old parka jacket and appropriate props - a sleeping bag, cardboard sign and a cup for spare change - in order to represent the characterisation we were trying to convey.

The lead 'volunteer' and main character of our campaign was dressed in normal, everyday clothing worn by our target demographic to ensure that she was as relatable as possible. We changed her outfit midway through in order to imply colder/rainier weather, and the struggle that this holds for rough sleepers. She was also provided with different props in order to depict the different steps that our campaign ran through.

Using the location of the street alley next to bin and puddles, the costume of the worn out jacket and the props of the cardboard sign, sleeping bag and paper cup, we were able to build the character and story.

Development Report

Post production

After filming, the next step was to retrieve the video footage from the camera and copy the files over to our hard drives and multiple storage devices. This was to ensure that we avoid the risk of losing any valuable data as it would have massively impacted the success of our project. An editing schedule was then produced to ensure we could produce a final version of the video before we broke up for Easter in case we needed to re-film any shots.

The editing process consisted of going through the video files and deleting any videos that we couldn't use due to bad filming or performance issues. We then selected the best videos and edited them together using Adobe Premiere Pro as laid out in the storyboard by the design team. A development decision was to use Adobe Photoshop to create a square border template for the video. This was used so we could edit the video to this size and see what the video would look like in this format. Producing the video in this way was in line with research on LADbible's social media videos who would format them similar ways.
As a result, we were producing a product that fits in naturally with their current portfolio. Not only this, the brief required us to produce something that could go viral. This is a common look to viral videos online and therefore the audience will recognize this and the type of video we are producing. To enable our video to go viral, we were conscious in the editing process to produce the video under one minute. It was found this was a key feature of viral videos online, due to them being short and memorable online.

Another decision split up the video footage using black screens and include text numbering the different ways you can help. This makes it easy to follow and allows the audience to clearly understand the different scenes in the video. Furthermore, we decided to include a motivational soundtrack to the video. This was appropriate for our goal to encouraging a social change and we wanted our audience to be engaged by this. We also decided to edit to the video to the beat of the soundtrack to produce a dynamic audio-visual experience for the viewer.

We tried various edits of the video and received feedback from our supervisor to add captions to the video. This would make the call to actions in the video clearer due to having some extra information alongside the video and also comply to features of viral videos online as many people watch without sound. These were animated onto the screen cleanly to create a professional look.

Logos and animations

Initial designs for the logo were created form the design team and this was reproduced in Adobe Illustrator as a vector graphic. From this, the logo was imported in Adobe After Effects to create the logo animation. The animation is symbolic of our team name 'Sonar', representing that we are trying to detect problems for social change in society and our first solution was to promote change in actions towards homelessness. Logos are essential for the branding of our campaign and makes our team and work recognisable across media platforms and among the industry.

Response

We were able to share the campaign video with several key stakeholders including our client LADbible, and Homeless Link, a charity that represents more than 700 services for homeless people in the UK.

Here is what they had to say:

"Captures one of the most impactful part of a successful video - empowering the viewer to act. The viewer feels like they benefited and learned something eg. the local services app… 40 to 90 seconds is about right. Plus you had text on screen, which is essential for social videos, as many people watch without sound.

At LADbible, we find that our audience love positive angles to a story and championing everyday heroes that are doing something to make a difference. " -

"It's clear and helpful and clearly well researched for things people can do if they want to help… it's so important to raise awareness and challenge people's perceptions of homelessness - and so often people want to know what they can do to help." -

Paul Heneghan
Head of Communications at LADbible Group

Helen Harrison
Communications Manager at Homeless Link

Notes and References

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For Adobe Creative Cloud and LADbible Group