

05.02.04 – Website with video content

Team name: NoName

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Video: <https://www.youtube.com/watch?v=hYGiq6FDUcM>

Website: <https://natvigdrougge.com/index.html>

Client debrief and current website analysis:

Christoffer Hundahl Hansen is the owner, founder and “idea man” behind Beerwalks.dk. The idea emerged during the first national shutdown, when as pretty much everybody at the time with not much else to do, decided to grab some beers and go out for a walk around his neighborhood, Vesterbro. The beers he got was a favorite of his from Mikkeller. Along the way he got some of his friends to join along and started sharing stories about their surroundings and their passion for beer.

The company is as of writing in collaboration with 11 breweries with 14 guides from different backgrounds but with the same passion in mind. Currently hosting guided tours in Copenhagen, Bornholm and the Faroe Islands.

Services offered by the company include:

BeerWalks – Guided tours with beer and food tastings, aimed at both private and company events

BeerTalks – Competence development for staff at bars, restaurants, hotels, and the like.

BeerTastings – Beer tasting with stories and quizzes. Aimed both private and company events.

Customer wishes:

- Open to any design that interprets what he just briefed well.
- Professional looking but implies having fun
- Diverse target audience
- Logo – free to re-design but fairly attached to it.
- Be intimate
- Video about him “the man behind”
- Video for each of the 3 categories
- Video about all the guides

Current website issues:

Booking system is faulty. Translation add-on translates pages not quite grammatically correct. Color pallet is not complementary. Image sections does not match the format of the rest of the page, makes it feel out of place. Menu bar is overcrowded and jittery, makes navigation hard.

Too much-repeated information in each tab, the flow of pages is too intertwined, the word “Beerwalk” is mentioned up to 46 times in some pages. The line between the difference in private vs company offerings is not very clear. Some of the current offerings in BeerWalks are not yet available and not

stated as such until a customer checks the booking system. Some other small faults relating to the layout of pages and flow of information.

Possible solution:

A more simplified layout structure with clearly defined sections, less clutter with a complementary color pallet matching beer culture.

Target group:

Our target group was formed primarily by talking with attendees of one of the “Mikkeller Beerwalks” we attended as a group to shoot footage of the walk and gain insight. Other sources include beer blogs articles and online interviews featured in media shared by local beer festivals.

Treatment:

Title – Beerming

Theme - Daydreaming about the stories told my Christoffer

Logline

Protagonist –Christoffer, impersonation of Hygge

Antagonist–Boring, mundane life

The conflict –Taking action to make a change, chasing Hygge

Treatment

Person 1 sits silently in a bar, finishing his beer. He looks out the window and starts thinking if he should get another beer or go outside.

Person 2 is jogging outside, he checks his smartwatch and sees how far he has ran.He starts thinking if he should keep going or to a bar.

Person 2 walks over to the bar where person 1 is sitting and they make eye contact through the window. At that moment Christoffer walk by with his cooler and a group of happy Beerwalkers.

Person 1 and 2 approaches Christoffer/group and joins in and start talking to each other and that they have the same interest and beer taste.

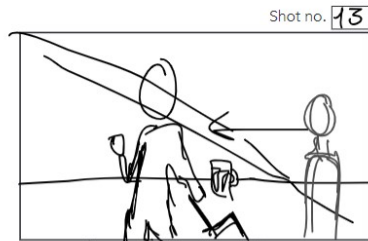
Christoffer keeps telling his stories and person 1 and 2 get hooked.

The Beerwalk goes underway and finishes.

Person 1 and 2 go home and reminisces and daydream over what they just experienced.

Storyboard:

<p>Shot no. <u>1</u></p>  <p>Location <u>La Neta bar / outside / front window</u></p> <p>Description <u>Guy sits at bar drinking beer / is slightly bored</u></p> <p>Sound/ Props <u>beer glass / people being busy, street noise</u></p> <p>Camera mov. <u>close-up</u></p> <p>Transition _____</p> <p>Dramaturgic element _____</p>	<p>Shot no. <u>2</u></p>  <p>Location <u>inside bar</u></p> <p>Description <u>Guy finishes his beer</u></p> <p>Sound/ Props <u>bar noises / sound of glass being put down / exhale</u></p> <p>Camera mov. <u>over the shoulder shot</u></p> <p>Transition _____</p> <p>Dramaturgic element _____</p>	<p>Shot no. <u>3</u></p>  <p>Location <u>inside bar</u></p> <p>Description <u>Guy turns around</u></p> <p>Sound/ Props <u>Bar noises</u></p> <p>Camera mov. <u>close-up / behind</u></p> <p>Transition _____</p> <p>Dramaturgic element _____</p>
<p>Shot no. <u>4</u></p>  <p>Location <u>bar</u></p> <p>Description <u>Bartender notices guy glancing at him</u> <u>/ lifts finger as to signal "one more?"</u></p> <p>Sound/ Props <u>Bar noises / grunts</u></p> <p>Camera mov. <u>close-up</u></p> <p>Transition _____</p> <p>Dramaturgic element _____</p>	<p>Shot no. <u>5</u></p>  <p>Location <u>inside bar</u></p> <p>Description <u>guy nods as in "yes"</u></p> <p>Sound/ Props <u>bar noises / beer being poured</u></p> <p>Camera mov. <u>extreme close-up</u></p> <p>Transition _____</p> <p>Dramaturgic element _____</p>	<p>Shot no. <u>6</u></p>  <p>Location <u>outside bar / front window</u></p> <p>Description <u>Guy sits down with his second beer / sighs</u></p> <p>Sound/ Props <u>street noise / hussleing</u></p> <p>Camera mov. <u>close-up</u></p> <p>Transition _____</p> <p>Dramaturgic element _____</p>
<p>Shot no. <u>7</u></p>  <p>Location <u>Street</u></p> <p>Description <u>Man jogging down the street</u></p> <p>Sound/ Props <u>General street sound</u></p> <p>Camera mov. <u>close up panning shot</u></p> <p>Transition _____</p> <p>Dramaturgic element _____</p>	<p>Shot no. <u>8</u></p>  <p>Location <u>outside bar window</u></p> <p>Description _____</p> <p>Sound/ Props _____</p> <p>Camera mov. _____</p> <p>Transition _____</p> <p>Dramaturgic element _____</p>	<p>Shot no. <u>9</u></p>  <p>Location <u>Still outside bar window</u></p> <p>Description <u>Jogger checks how long he has ran</u></p> <p>Sound/ Props <u>Heavy breathing</u></p> <p>Camera mov. <u>Extreme close up</u></p> <p>Transition _____</p> <p>Dramaturgic element _____</p>
<p>Shot no. <u>10</u></p>  <p>Location <u>outside bar window</u></p> <p>Description <u>Jogger keeps running</u></p> <p>Sound/ Props <u>Busy street</u></p> <p>Camera mov. <u>wideshot</u></p> <p>Transition _____</p> <p>Dramaturgic element _____</p>	<p>Shot no. <u>11</u></p>  <p>Location <u>From outside, looking down to the glass, close-up</u></p> <p>Description <u>The camera starts zooming into the glass of beer, the reflection of the jogger shows he's triggered to get one.</u></p> <p>Sound/ Props <u>Sound fades out lightly</u></p> <p>Camera mov. _____</p> <p>Transition _____</p> <p>Dramaturgic element _____</p>	<p>Shot no. <u>12</u></p>  <p>Location <u>Extreme close-in, inside</u></p> <p>Description <u>B-roll of glass of beer being poured.</u></p> <p>Sound/ Props <u>Background noise fades out, sound of pouring beer.</u></p> <p>Camera mov. _____</p> <p>Transition _____</p> <p>Dramaturgic element _____</p>



Location Same as shot 11

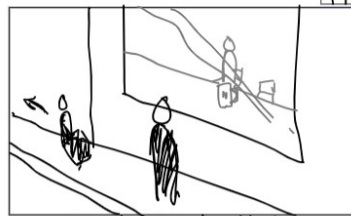
Description The reflection of the jagger on the window is interrupted by C walking in front.

Sound/ Props Street noise, icebox wheels

Camera mov.

Transition

Dramaturgic element



Location From behind and right of jagger, wide angle

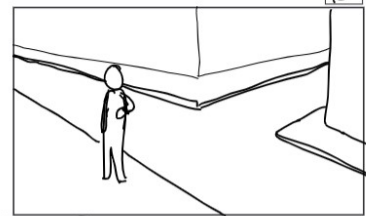
Description The jagger stares at Chris as he moves further, but stays in place

Sound/ Props Same as 13

Camera mov.

Transition long shot, follows C slightly

Dramaturgic element



Location From La Neta, towards the city center

Description Protagonist looks at his watch again, and continues running towards the camera, which stays still and films the street and buildings

Sound/ Props street noise + jagger's footsteps

Camera mov.

Transition fade into black

Dramaturgic element



Location Outside, on the Beerwalk

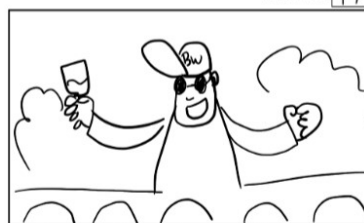
Description Listening to Christoffer talking

Sound/ Props Christoffer talking to the group, general noise

Camera mov.

Transition

Dramaturgic element



Location Outside, on the Beerwalk

Description Christoffer talks to the group

Sound/ Props Christoffer talking to the group, general outside noise

Camera mov.

Transition

Dramaturgic element



Location Outside, on the Beerwalk

Description Person 2 tells person 1 to pay attention to what C is saying.

Sound/ Props General outside noise, C talking

Camera mov.

Transition

Dramaturgic element



Location Outside, on Beerwalk

Description Our protagonists cheers, happy about their decision.

Sound/ Props General noise, glasses clinking

Camera mov.

Transition

Dramaturgic element

Competitor analysis and Ideation:

Guideservicedanmark.dk offers a wide range of tours and guides that some include beer walks with tastings, with some in collaboration with the same breweries as the client

Copenhagen by Mie and friends is another guide company offering a variety of tours some of which include beer tastings. The company has 6 active guides but only one offers beer guides.

Websites that had the key words "beer" "walks" f.ex Beerwalk.be

While some of these competitors may have more experience as guides and the backing of a well-known tour guide service, they also cast a wider net in terms of services offered and not necessarily have a company website and SoMe presence, while the client is solely focused on beer culture.

The main and final idea for a video content came as an inspiration from talking with people attending these walks and from experience of being on one of these walks personally before even being tasked with this project. Namely, from the perspective of an attendee who enjoys the taste of beer but not very knowledgeable about how it's made or it's origins and who came across this service on a mundane day, while looking for something interesting to do.