

# **Modular Agency- Acer E-Scooter Project Management Site Usage Plan**

**Event Name:** ES3 & ES5 Video “Keep Moving”

**Event Date:** August 4, 2022, from 4:00 AM to 6:00 PM

**Event Location:** Xiangshan Central Lawn Plaza and Xiangshan Pavilion

**Main Organizers:** Exclusive Digital Marketing Ltd. (Project Leader: Ms. Lin)

## **Event Details and Process:**

- **Objective:** To promote a well-known Taiwanese tech product to the European and American markets through advertising and filming, increasing brand exposure and supporting the umbrella branding strategy.
- **Benefits:** By collaborating with the Xiangshan Visitor Center, the campaign captures Taiwan's scenic beauty in a way that resonates internationally. This promotes not only the brand but also the Sun Moon Lake area to global audiences.

## **Expected Participants:**

- **Scale:** Approximately 13 to 16 people

## **Team Roles and Contact Information:**

- **Director Team:** Felicia
- **Production Team:** Una
- **Styling Team:** Emily
- **Logistics Team:** Hazel (Contact: 0930706693)

## Pavilion Usage Site Overview

Image	Description
 	<p>This scene supported the overall story, highlighting the e-scooter's modern and relaxed feel. The gray color tones align with a minimalist aesthetic, matching the ad concept.</p>
 	<p>Connected to the lakeside view outside the pavilion, various shooting angles capture the lighting, enhancing the ad's relaxed atmosphere.</p>
 	<p>The spacious environment in this location allows models to shoot on the e-scooter, amplifying the sense of tranquility brought by the surroundings, thereby boosting the ad's effectiveness.</p>
 	<p>The images illustrate the pavilion's wide, spacious feel, representing the ad's calmness. The long corridor and pavilion design embody a sense of static speed.</p>

## Security Maintenance: Security Staff Arrangement and Planning

- Location Usage Diagram & Pavilion Shooting Area



**Blue Circles:** Safety warnings will be set up around the parking area (assisted by the logistics team) to ensure the safety of staff and visitors.

- **Planned Shooting Time for Blue Zones:** Before 10:00 AM.
- **Planned Shooting Time for Pavilion:** Before 10:00 AM.

**Red Circle:** One of the main exhibition entrances. Shooting here will be completed quickly within a limited time to avoid blocking the entrance.

The upper side of the building will use the grassy area as the primary shooting location.

The shooting areas will not obstruct visitor entrances. During the shoot, all staff will wear masks in accordance with central health policies.

## Site Maintenance: Site Layout, Cleaning Staff Arrangement, and Planning

- **Cleaning Staff:** Divided under the logistics team. After each scene is filmed, cleaning will be done immediately to maintain order.
- **Logistics Team Contact:** Hazel, Ms. Lin - 0930706693



#### Traffic Control:



- **Internal Traffic:** Managed by the production team, with Una as the main contact for internal traffic maintenance.
- **External Traffic:** Managed by the logistics team, with Hazel as the main contact for external traffic maintenance.

## Acer Pre-Check Doc

Rundown - 8/3

Check(Before) & Separate into two parts.

Rundown-8/4

1:00 - 1:20 Check(Before) & Bring all the stuff in cars.

1:20 - 1:30 Check(After) everything in the car.

1:30 Models should arrive at the hive

1:30 - 1:40 Get ready and go!

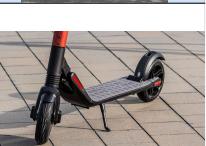
1:40 - 4:50 Breakfast time

(We will head to the lounge 休息站 about 10 mins)

4:50-5:05 5:50 Leave 6:00 Start!!	Car1 Head to take the bicycle	Car2 Head to the dressing place
4:50-5:50 5:50-6:00 Check	Car1 Head to shooting place for setting up	Car2 Wait till ready for shooting

6:00-12:45 Shooting time for the hall scene & outdoor important scene

12:45-13:00 Head to the restaurant

Project Name: Acer ES5							
Product	Item						
		Remember: 1. 10 Shots ( <b>All different angles and shot types</b> ) 2. Make sure we have different type of shots, including CU, FS, LS, etc. 3. One shot: Holding the eScooter, the eScooter need to looks light, not heavy 4. One shot: CU shoes and eScooter's pedal 5. One shot: Change the speed/ CU speed screen 6. Design different posts: riding, sitting and holding coffee/listen to music/using laptop,etc., 7. <b>Street for 7 and pavement for 7. Pavement need to include 3-4 posing not riding photos</b>					
Location point reference: <a href="https://www.google.com/maps/d/u/0/edit?mid=1tce6UWObk6S3WzfnBQcP0vXy4iaRZTY&amp;usp=sharing">https://www.google.com/maps/d/u/0/edit?mid=1tce6UWObk6S3WzfnBQcP0vXy4iaRZTY&amp;usp=sharing</a>							
Scene	Shot No.	Cast	Data sheet spec	Shot Type	Camera Angle	Description to guide the model on, emotions, poses, feelings, story, etc.	Shot type Reference
	1		Ride Effortlessly	Medium Wide long		1. Smiling 2. About to ride 3. Looking back	
	2			Medium 全身		Model smiling & riding in motion	
	3		More Room	Medium		A close up of the deck without model (make sure the deck looks wide)	
	4			Closeup		A close up of the deck with model's legs	
	5		Modern Design	Close up		Model carrying the e-scooter	
	6			Close up		Screen of the scooter	
	7			Full shot		sitting in front of the e-scooter	
	8		3 Speed Modes	Wide		Riding from the side (motion blur, make sure it looks fast)	
	9		Powerful motor	Medium		1. Riding motion Clothes flying	
	10		App	Full shot		Model holding the phone about to ride the e-scooter	
	11			Close up		Show the usage of the lock (don't cover any screen)	