


RESEARCH PLAN

Existing Promotional Products	Year	Screen Capture Image of Product	Product Link
1. UAE Social Awareness Video	2014		UAE Social Awareness Video
2. On Your Child's Life	2013		On Your Child's Life
3. PLASTIK Short Film for Plastic Pollution Awareness	2023		PLASTIK

RESEARCH PLAN

Secondary Research Plan

Audience Research			
How many teenagers participate in community service in HK?	<ul style="list-style-type: none"> - This will help me gauge how popular volunteering is among youth and allow me choose an appropriate tone and direction for my product. Eg, if it's very popular, I might say something like 'Join all the other youths who are doing this!' and if it was less so, I might say 'Dare to make a difference and inspire others.' 	Quantitative	https://www.handsonhongkong.org/annual-report https://www.avs.org.hk/symposium/pdf/AVS_BOOKlet_21.pdf https://mwyo.org/attachment/cms1/cms1Pdf/1620372429oZMAB.pdf https://www.avs.org.hk/annual2223/pdf_files/service_statistics.pdf
What are the main motivations and reasons that people participate in community service for?	<ul style="list-style-type: none"> - Knowing the motivations for participating in community service will help me choose the most effective arguments to focus on in my product - This data might have patterns in it that show a recurring theme I can incorporate into my product, eg, the most popular reasons are to do with gratitude. 	Qualitative	https://mwyo.org/attachment/cms1/cms1Pdf/1620372429oZMAB.pdf https://yrc.hkfyg.org.hk/wp-content/uploads/sites/56/2021/10/YS26_Eng.pdf https://www.volunteerlink.net/filedata/filedata/images/data/013_Survey%20on%20Volunteering%20in%20Hong%20Kong_Survey%20of%20Members%20of%20the%20Public.pdf https://www.volunteerlink.net/filedata/filedata/images/data/012_Survey%20on%20Volunteering%20in%20Hong%20Kong_Survey%20of%20NGOs%20and%20NGO%20Volunteers.pdf https://www.edweek.org/education/peer-pressure-motivates-teens-to-volunteer/2012/10 https://mwyo.org/attachment/cms1/cms1Pdf/1620372429oZMAB.pdf
Which areas of community service are the most popular with teens and why?	<ul style="list-style-type: none"> - Knowing what community service is already popular with teens can help me understand what the target audience is interested in 	Triangulation	https://youth.gov/youth-topics/volunteerism

RESEARCH PLAN

	<p>and target that accordingly in my product</p> <ul style="list-style-type: none"> - By finding out what is already popular, I can also choose to focus my product to bring attention to less popular BUT equally important issues. 		
Market Research			
How many views do the existing promotional products have and which one has the most?	<ul style="list-style-type: none"> - The number of views is an indicator that a product has a wide reach and is popular. This can help me get an idea of what works and incorporate elements of the video in my film 	Quantitative	<p>The video links listed above</p> <p>The written up report for one of the existing promotional products:</p> <p>https://assets.publishing.service.gov.uk/media/5a74f297e5274a59fa716356/35817_Fire_Kills_Annual_Report_Accessible2.pdf</p>
What are some key takeaways/lessons learned that makers of existing social campaign videos have found?	<ul style="list-style-type: none"> - These in hindsight reflections are invaluable to me because it means I can avoid falling into the same pitfalls when I make my product - Some of the findings of these existing video campaigns can also help inspire new creative ideas for my product 	Qualitative	<p>https://ec.europa.eu/social/BlobServlet?docId=19989&langId=en</p> <p>https://www.tnlcommunityfund.org.uk/media/insights/documents/Big-Little-Moments-Evaluation-Summary-Report-Final.pdf?mtime=20201030181059&focal=none</p> <p>https://cdn.who.int/media/docs/default-source/gcp/waaw--2023-report.pdf?sfvrsn=30acfdc8_3&download=true</p> <p>https://essay.utwente.nl/78721/2/Vasiljeva_BA_EEMCS.pdf</p> <p>https://www.oneplanetnetwork.org/sites/default/files/from-crm/seij8486-sle-plastics-report-with-annex-210211.pdf</p>
What are the audience's opinions on the existing video campaigns?	<ul style="list-style-type: none"> - This will help me see if there are any trends in what the audience finds memorable and worth commenting on eg. people found it heartwarming. Then, I can incorporate those elements into my product. 	Qualitative	<p>Youtube comments of videos linked above</p> <p>https://essay.utwente.nl/78721/2/Vasiljeva_BA_EEMCS.pdf</p> <p>https://infantilespasms.org/wp-content/uploads/2021/12/TS-Alliance_ISAW-2020-Report_FINAL.pdf</p>
Production Research			

RESEARCH PLAN

How long did it take to make the existing video campaigns and what did the process entail?	- Finding out about the process that existing video campaigns went through will help structure the planning and pre production for my video product	Triangulation	https://essay.utwente.nl/78721/2/Vasiljeva_BA_EEMCS.pdf
Are narrative based or informative based campaign videos more common?	- This will help me decide which approach to take for my video, taking into consideration the other research found on the existing promotional videos.	Quantitative	All existing promotional video links found above + more videos on the internet eg https://www.youtube.com/watch?v=LI56imVATLk
Are indoor, outdoor, or a mix of locations most common?	- Indoor and outdoor filming locations have their own pros and cons (eg indoors more control over lighting but you need to set up everything), so this help me decide beforehand what kind of setting I want and arrange the story and film accordingly	Quantitative	All existing promotional video links found above + more videos on the internet eg. https://www.youtube.com/watch?v=YIHxhmOsrHo

Primary Research Plan

Audience Research			
Do you prefer narrative based or information based promotional videos and why?	- This will help inform me about the opinions on these two different directions of videos and see which is most popular, and also understand the reasoning behind so I can use it in my film.	Triangulation	Survey
Do you think using humour in a community awareness promotion film will make it more engaging to you?	- Humour can be a really effective tool in films and also my strong point in films, so I want to know how well received this might be in the context of a community awareness film.	Quantitative	Survey
How many hours of community service have you done in the past 3 years? (approx)	- This tells me about the person answering the form, which gives context to their replies.	Quantitative	Survey

RESEARCH PLAN

<p>Which of these community service sectors would you be most willing to volunteer time for? (Pick 2)</p> <p>Environmental/animal (climate change, animal shelters) Youth (education, inequalities) Elderly (support, companionship) Poverty (Hunger, clean water) Other (Please state)</p>	<ul style="list-style-type: none"> - This lets me know what community service sectors are the most popular among teens, so I can narrow down my focus onto these areas. 	Qualitative	Survey
<p>What do you think is the biggest barrier to teens participating in community service?</p>	<ul style="list-style-type: none"> - Knowing the barriers means I can address it in my film, so that not only do I emphasise the key motivations to do community service, I can also mention ways to counteract the barriers which should make the film extra effective. 	Qualitative	Survey
<p>Of the three existing promotional products, which is your favourite and why?</p>	<ul style="list-style-type: none"> - This gives me insight to which of the three is most popular, and the why tells me what elements I should emulate in my film. 	Triangulation	Focus Group
<p>On a scale of 1 to 10, how likely are you to participate in community service after watching these films? Please elaborate about why you chose that score.</p>	<ul style="list-style-type: none"> - This tells me about the effectiveness of the existing films and the reasoning behind them, which will help me generate ideas for my film to make it as effective as possible. 	Triangulation	Focus Group
<p>What element of film was most memorable to you from each film? (eg storytelling, visual style,</p>	<ul style="list-style-type: none"> - This tells me which specific filmic elements each film did the best in, so I can learn and incorporate them into my film. 	Qualitative	Focus Group

RESEARCH PLAN

actors)			
Which video did you think had the most effective length to keep you engaged but give enough information? (1,2,3)	<ul style="list-style-type: none">- This will help me decide approximately how long I want my film to be based on perceived effectiveness from the audience.	Quantitative	Focus Group

Other 2 existing products that didn't make the cut:

https://www.youtube.com/watch?v=t6FiJr_J1qI

<https://www.youtube.com/watch?v=qLGNj-xrgvY>