PROJECT PROMOTION

Looking at other projects can give us ideas about how we want and need to promote our work and can also identify what we don't like.

11 SUSTAINABLE CITIES AND COMMUNITIES

Participant project details _____

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1 Watch the following three promotional videos and answer the questions. Each one is a different theme linked to rural coastal communities.

1. https://vimeo.com/108827684
2. https://www.youtube.com/watch?v=bL_mFoIzVU8
3. https://www.youtube.com/watch?v=x4Jy4yQxNOE

2 What are the main points of each video? Write down the focus e.g. are they sharing information, presenting an experience or their services and events.

Video 1.

Video 2.

Video 3.

3 Was there audio, what was it? Did it work?

Video 1.

Video 2.

Video 3.

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4 Did you like or find anything interesting about the videos? If you didn't you can also say what you didn't like or found boring. Think about the style of the video, the content and its message.

Video 1.

Video 2.

Video 3.

5 Would they inspire you to join their club, or book an experience or buy their services? If yes, say why. If No, say why not?

Video 1.

Video 2.

Video 3.

Think about your answers above - use them to start thinking about your video. Who is your audience - what do you want to show them, what style might you use. Resource 2 will help you refine your ideas.