

Advocacy bootcamp

**How telling the right kind of story makes
your project unavoidable**



Charlelie Jourdan

35 yo - French

Creative Consultant

@75percent.eu

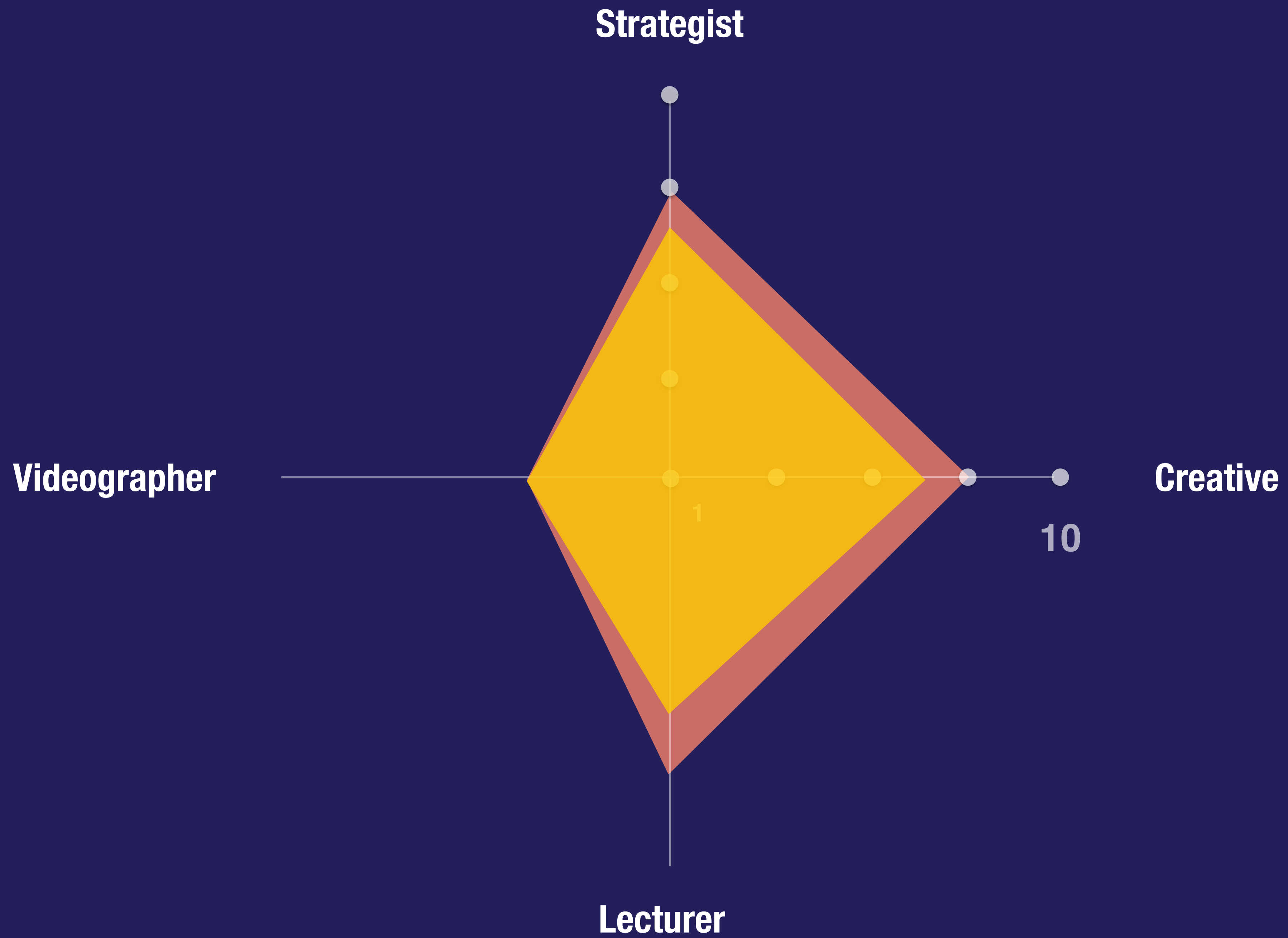
charlelie@75percent.eu

What I'm not

a copywriter

a digital storyteller

a videographer



0 Stories

Star Wars

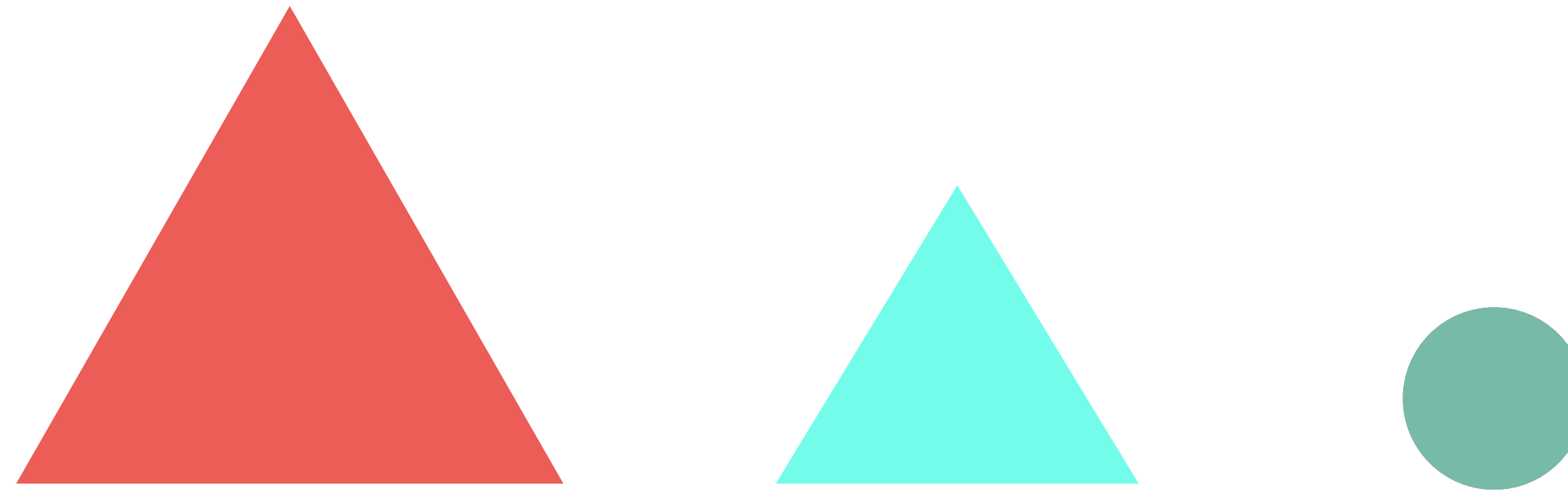


Romeo & Juliet

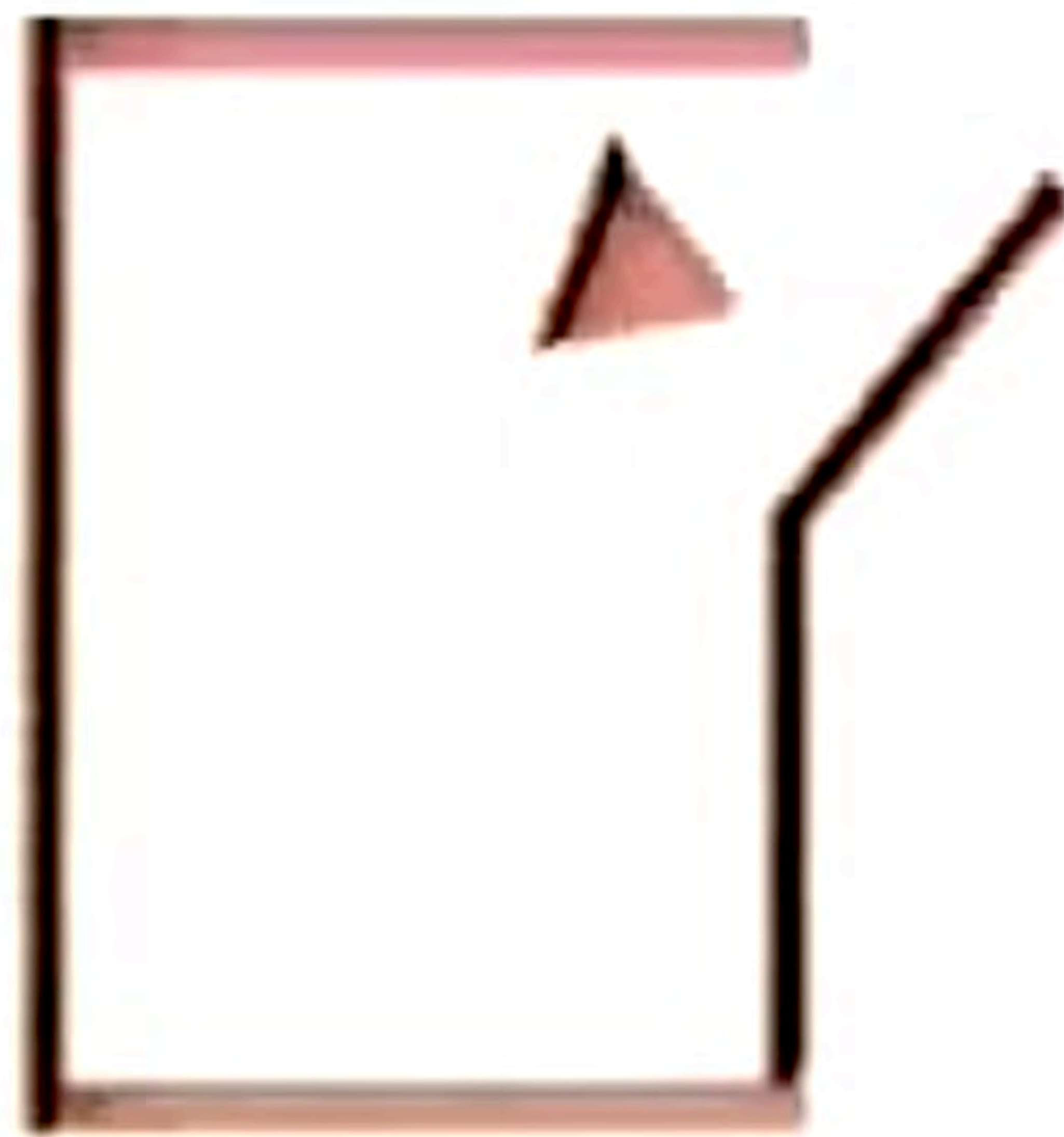


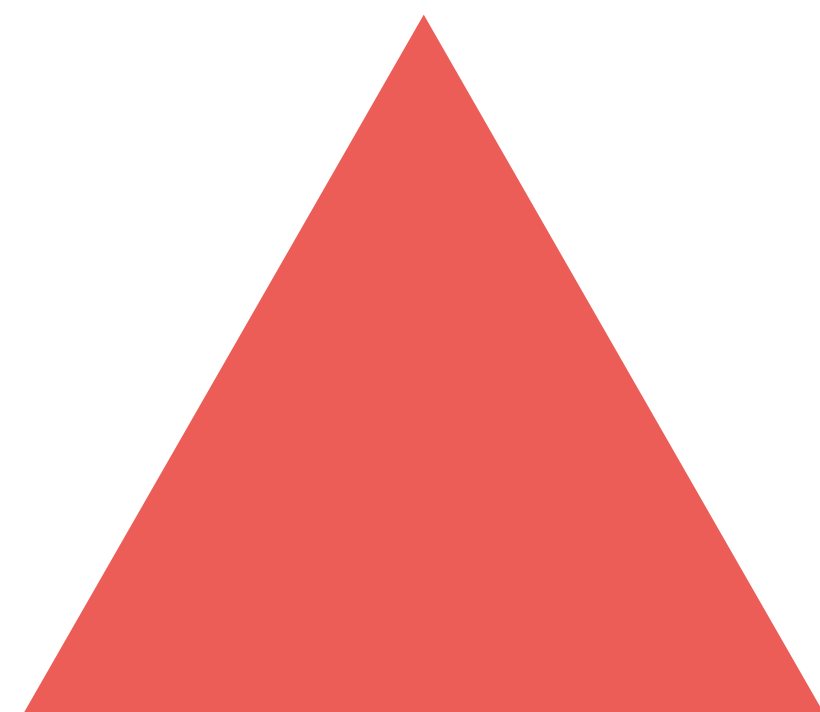
The Hunger Games





The dramatic triangle
Karpman theory

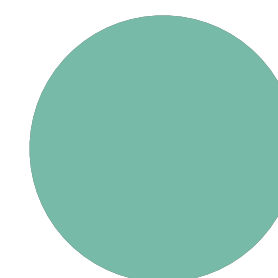




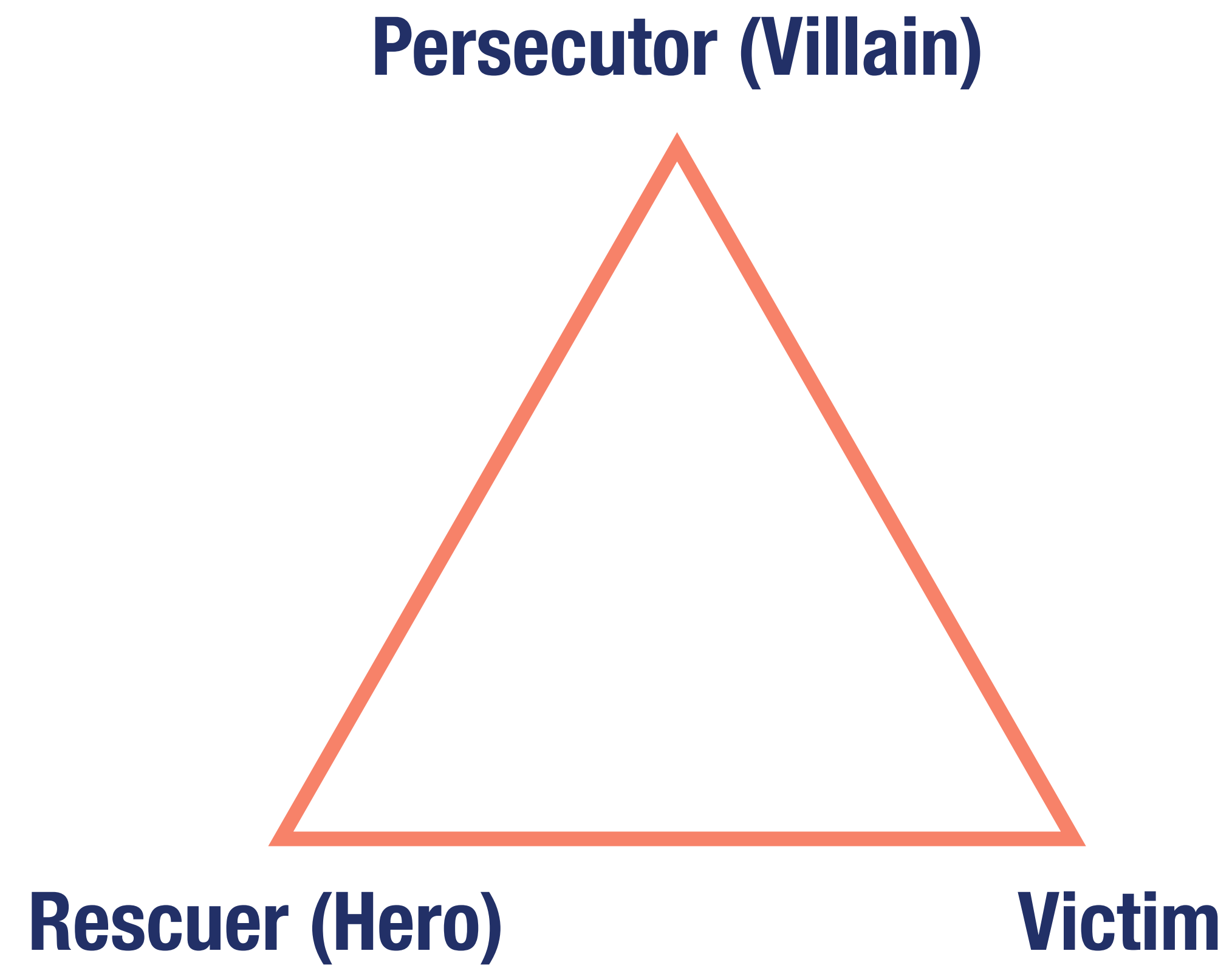
the Villain



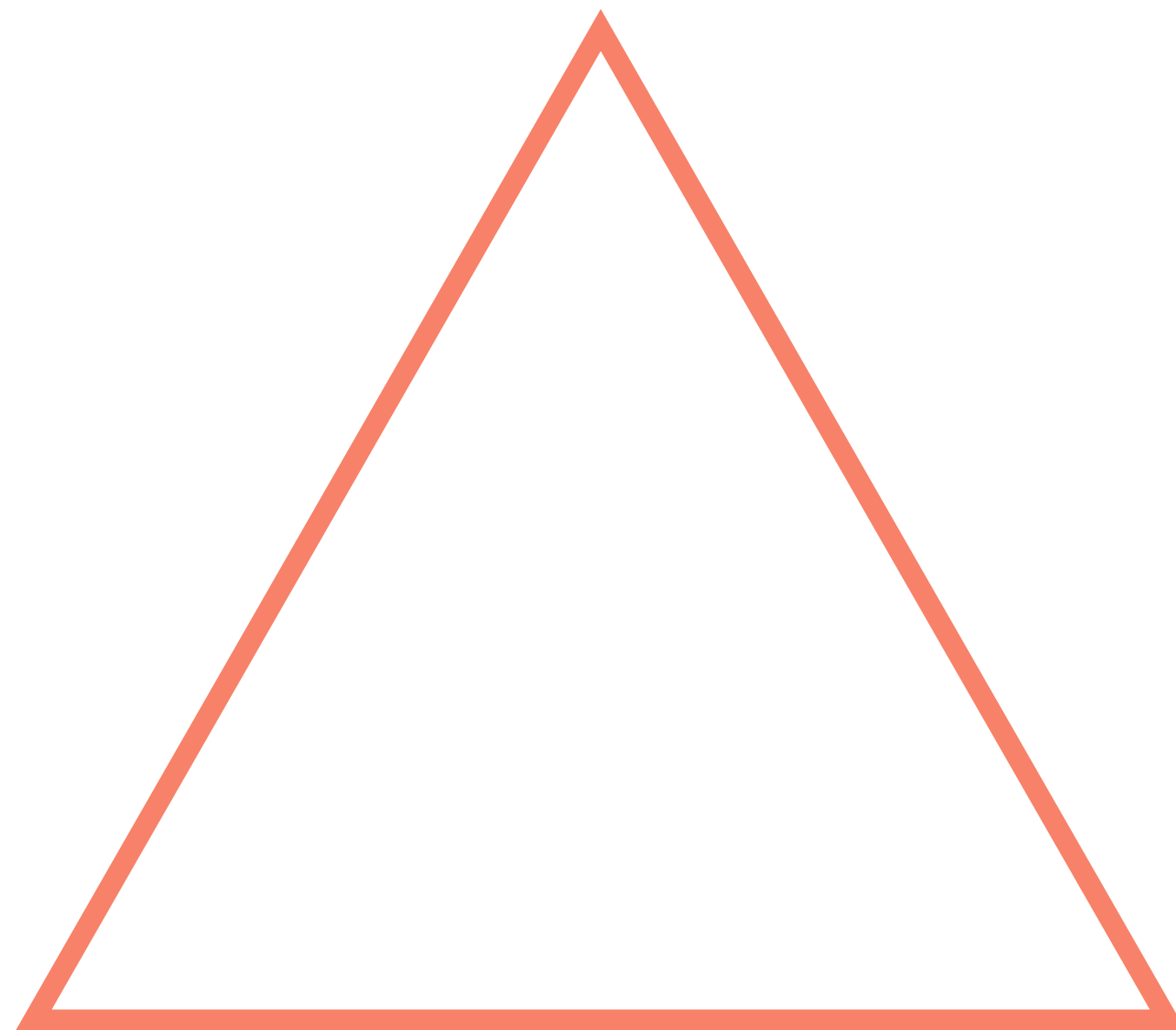
the Hero



the Victim



Persecutor (Villain)



Rescuer (Hero)

Victim

Persecutors

disease

financial crisis

terrorists

sharks

dinosaurs

a jealous lover

becoming adult

euroceptics

Darth Vader

We are 7 billion humans
No one care about what you do

Your job is to make people care

SPHERE OF CONCERN

Migrant crisis in Mediterranean

Funding of the next Interreg program

BREXIT

SPHERE OF INFLUENCE

How to make people love the EU?

Increase the number of users of a project (customers)

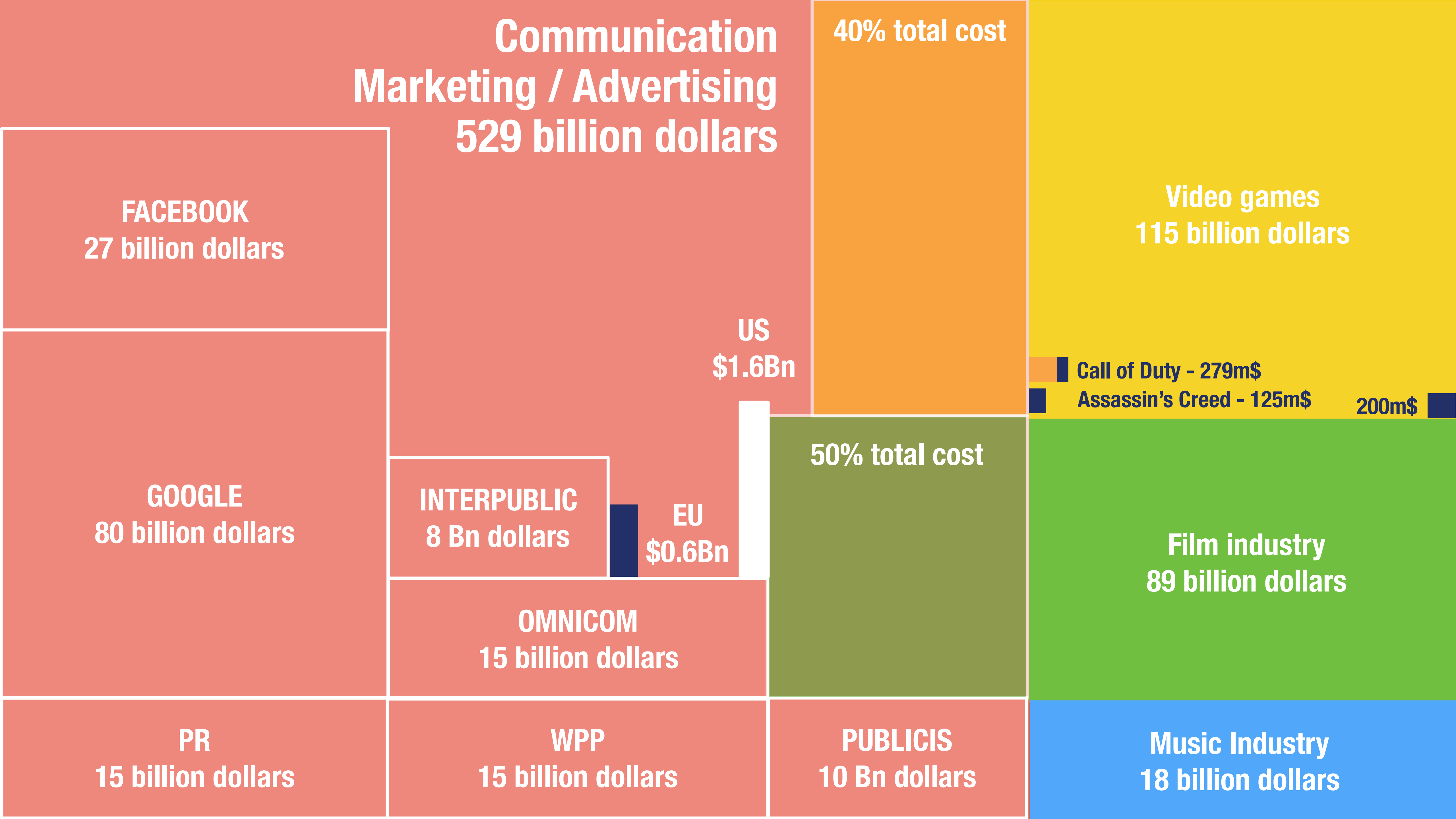
Send great stories to the Programme (case study)

Inspire the next-gen of project owners (CAPCOM)





**Why are we communicating in
the public sector?**



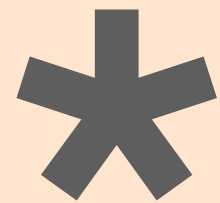
“

Yes but I don't like advertising



**That's a story anyone can understand,
what does it say?**

Why was it created?



Brand marketing

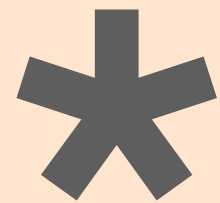
Does not try to sell you a product, but to get emotionally attached to the brand because it tells you things you agree with, you respect and you empathise with.

The next step is that you recognise the brand and favour it when purchasing a pair of shoes over another.



**That's a story anyone can understand,
what does it say?**

Why was it created?



Public relations

Does not try to sell you a product, but to make you feel appreciative of of the brand - so that you get a positive view of it.

It is particularly fitted for people who can say a lot of good of the brand when needed - and to counteract people who could say bad things about it - most often the Press.



\$65 Bn

**water with sugar &
potato chips**



\$63 Bn

solidarity via EU projects

supported by



My definition of your mission

We communicate about EU projects so that people who face a specific problem know there is a solution and are motivated to use that solution.

If that mission is well done, then you can tell it to others, such as policymakers, journalists and managing authorities

learn there is a solution
motivated to use it

What is the problem you are solving?

Who are you helping?

How do you help them?

You have 1mn.



Level 1 of storytelling

What is the problem you are solving?

Who are you helping?

How do you help them?

You have 1mn.

Elevator pitch

Our problem is that (these people)
do / do not
so our project called
which is a
help them.....
so they can

The customer

1. has a problem
2. know he has a problem
3. has been actively looking for a solution to his problem
4. has put together a solution himself out of piece parts
5. has or can acquire a functioning solution (has a budget of money or time)

2

Level 2 of storytelling

1. the capacity to draw us in another universe
which is credible in itself **Narrative transportation**
2. the capacity to mirror what the characters
are doing **Emotional gravity**
3. the possibility to draw our own conclusion
2+2 vs 4



Narrative transportation



Emotional gravity



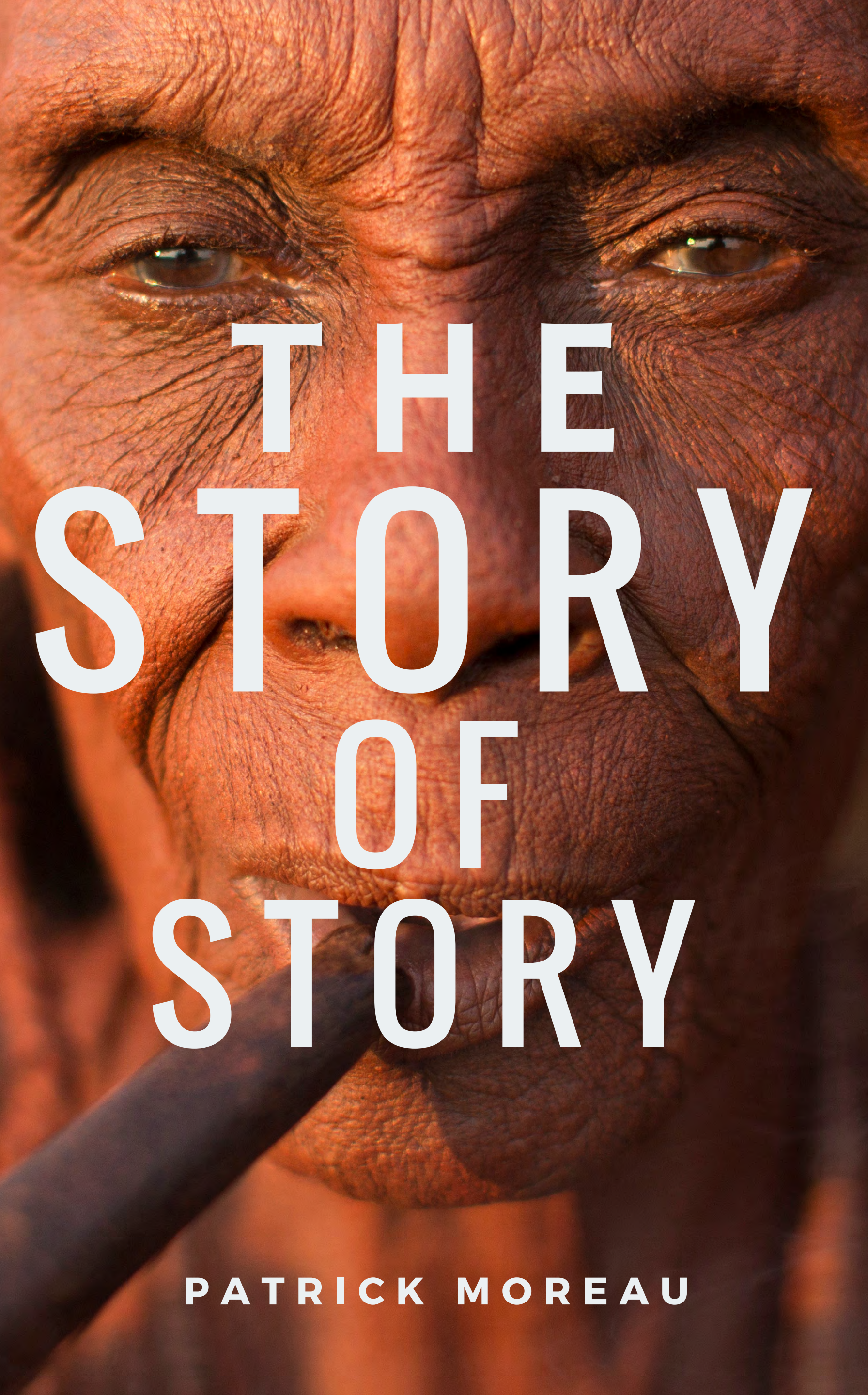
(Laughter)

Make me care

I promise this is worth your time

You will never be good storytellers
It's not what you are supposed to do

**Your job is to make good
storytellers care about what you do**



THE STORY OF STORY

PATRICK MOREAU

<https://musestorytelling.org>

A platform of advices and story templates



The right kind of story

LIVING IT

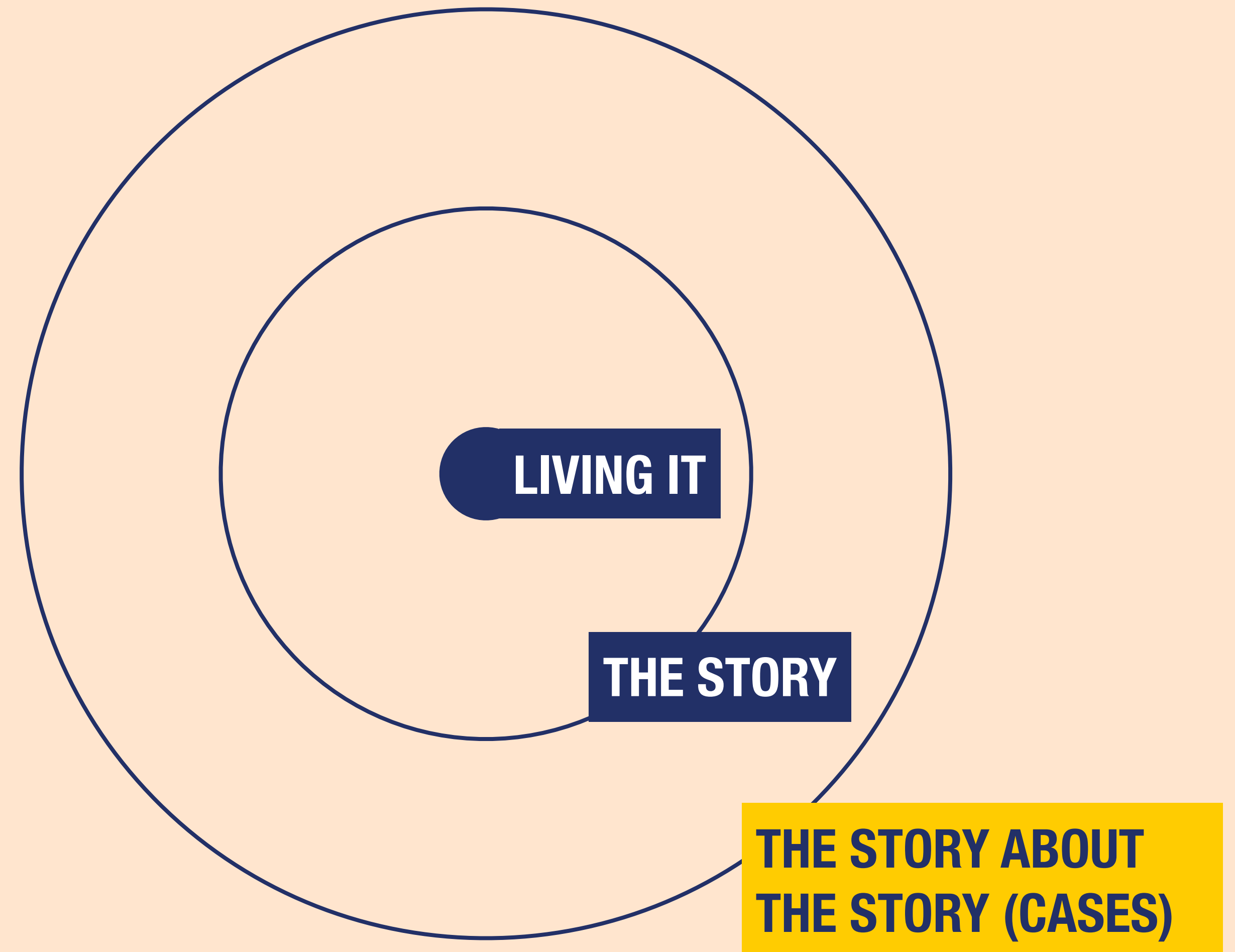
The actual thing someone, or a group of people did

THE STORY

The retelling of events of what someone lived

THE STORY ABOUT THE STORY

The entire context in which the project took place and the long term effects of this project



supported by

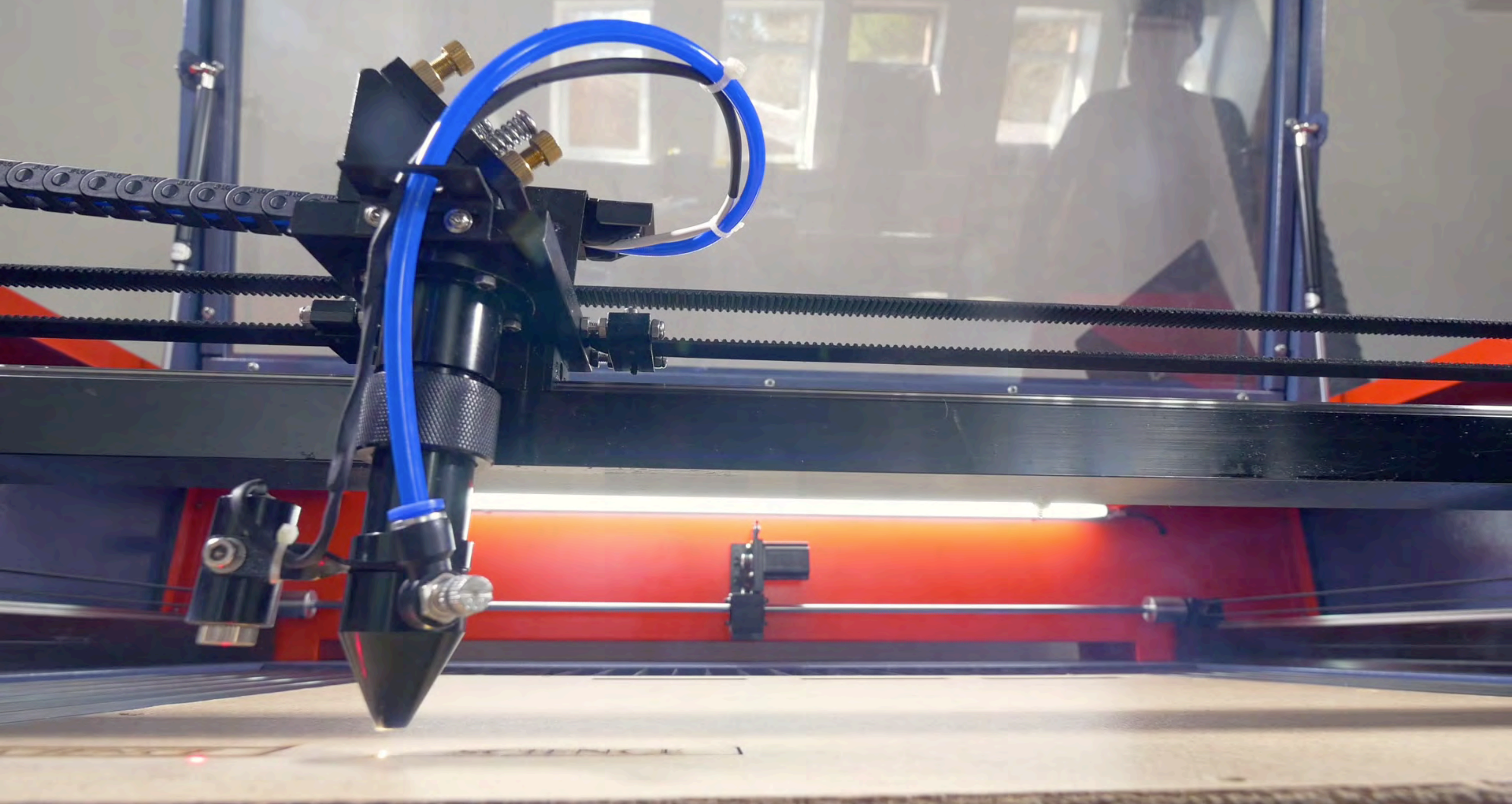


3 type of cases

Classic: good project, nothing “special”

Data driven: complex tech project

Emotional: touching project



PROBLEM

SPECIFIC

INSIGHT/EXP.

SOLUTION

HOW IT WORKS

PROOF

BRAND



NORTHERN IRELAND DERRY~LONDONDERRY

PROBLEM

SPECIFIC

INSIGHT/EXP.

SOLUTION

HOW IT WORKS

PROOF

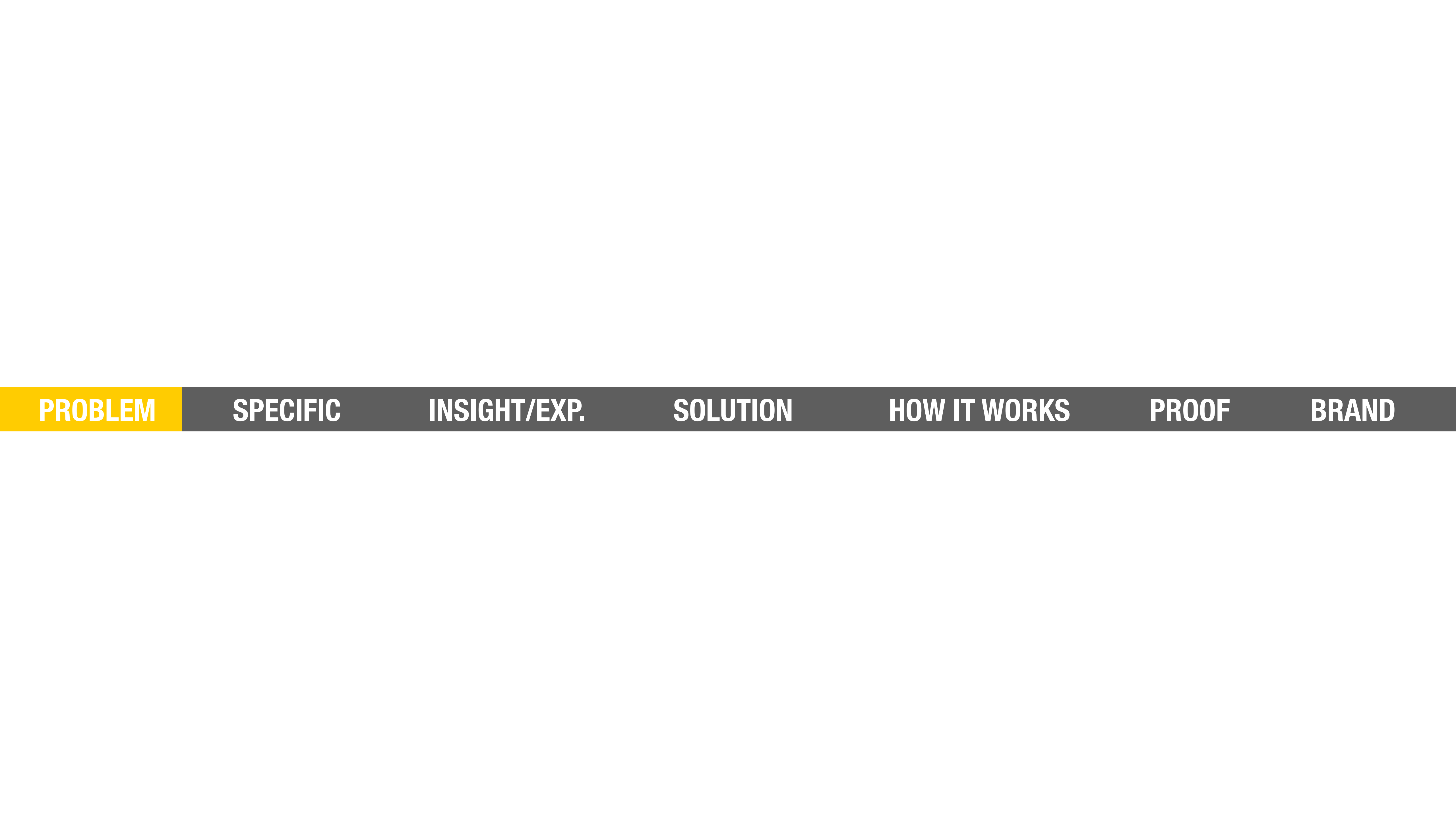
BRAND

5

Case study: making one

Working on your case study

10mn.



PROBLEM

SPECIFIC

INSIGHT/EXP.

SOLUTION

HOW IT WORKS

PROOF

BRAND

What do we need?

Lots of visual assets

Lots of proofs

Understand the problem

Your job is to make storytellers care
in less than 3 mn
understand the problem,
the solution and know it worked

journalists
politicians
policymakers
other communicants
bloggers
documentary filmmakers
conference organisers

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PROBLEM

SPECIFIC

INSIGHT/EXP.

SOLUTION

HOW IT WORKS

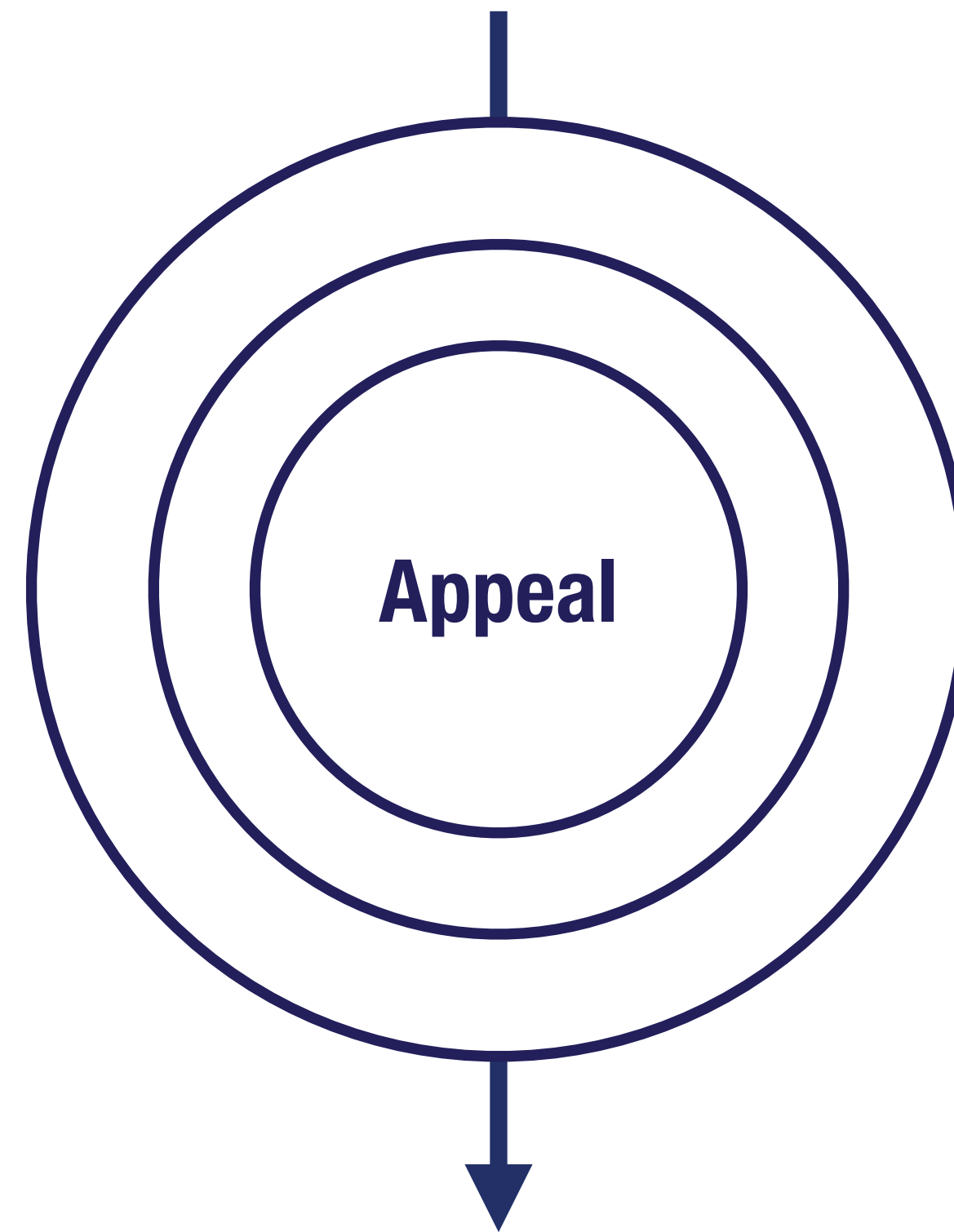
PROOF

BRAND

6

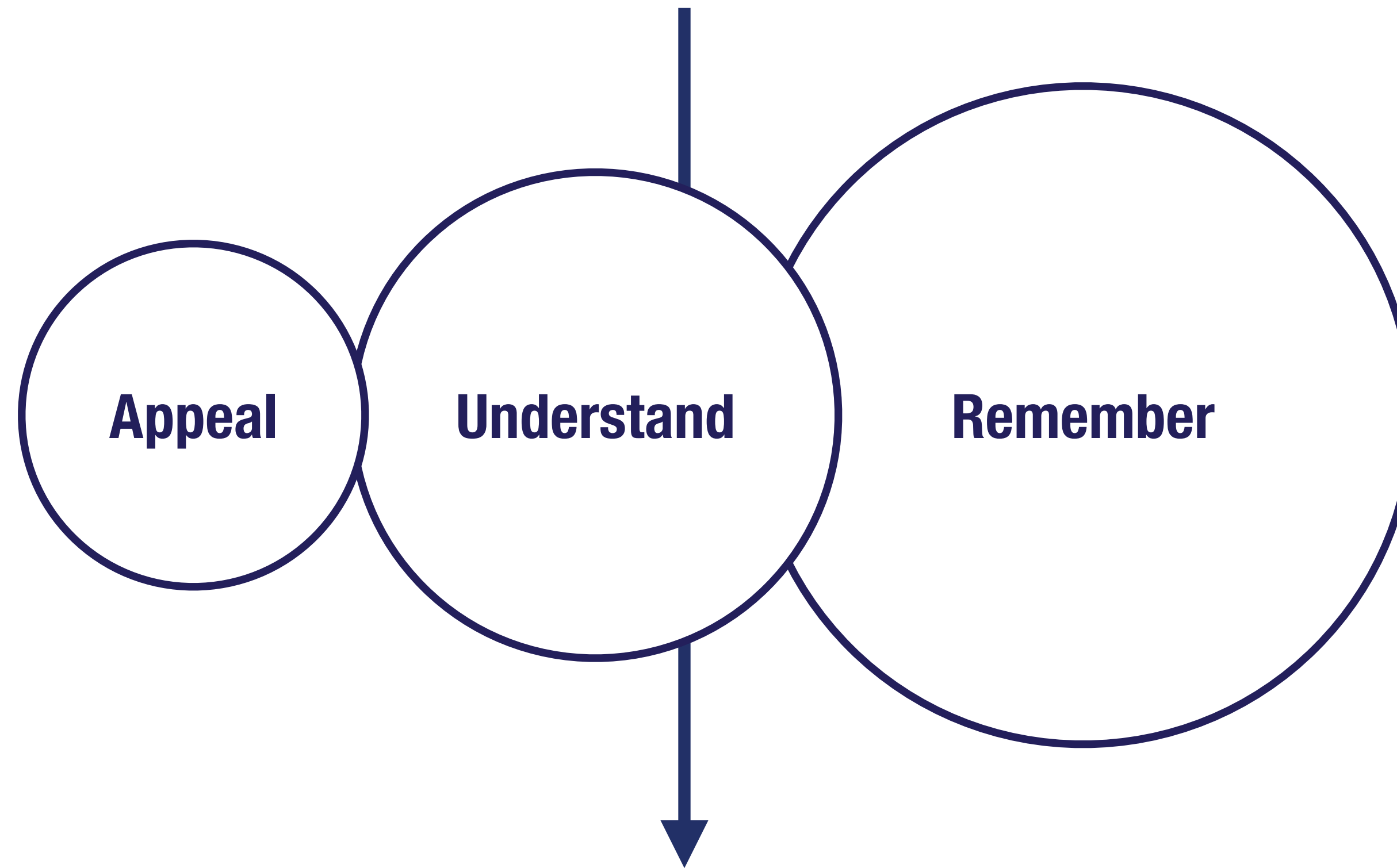
Case study: making it better

Case study - video



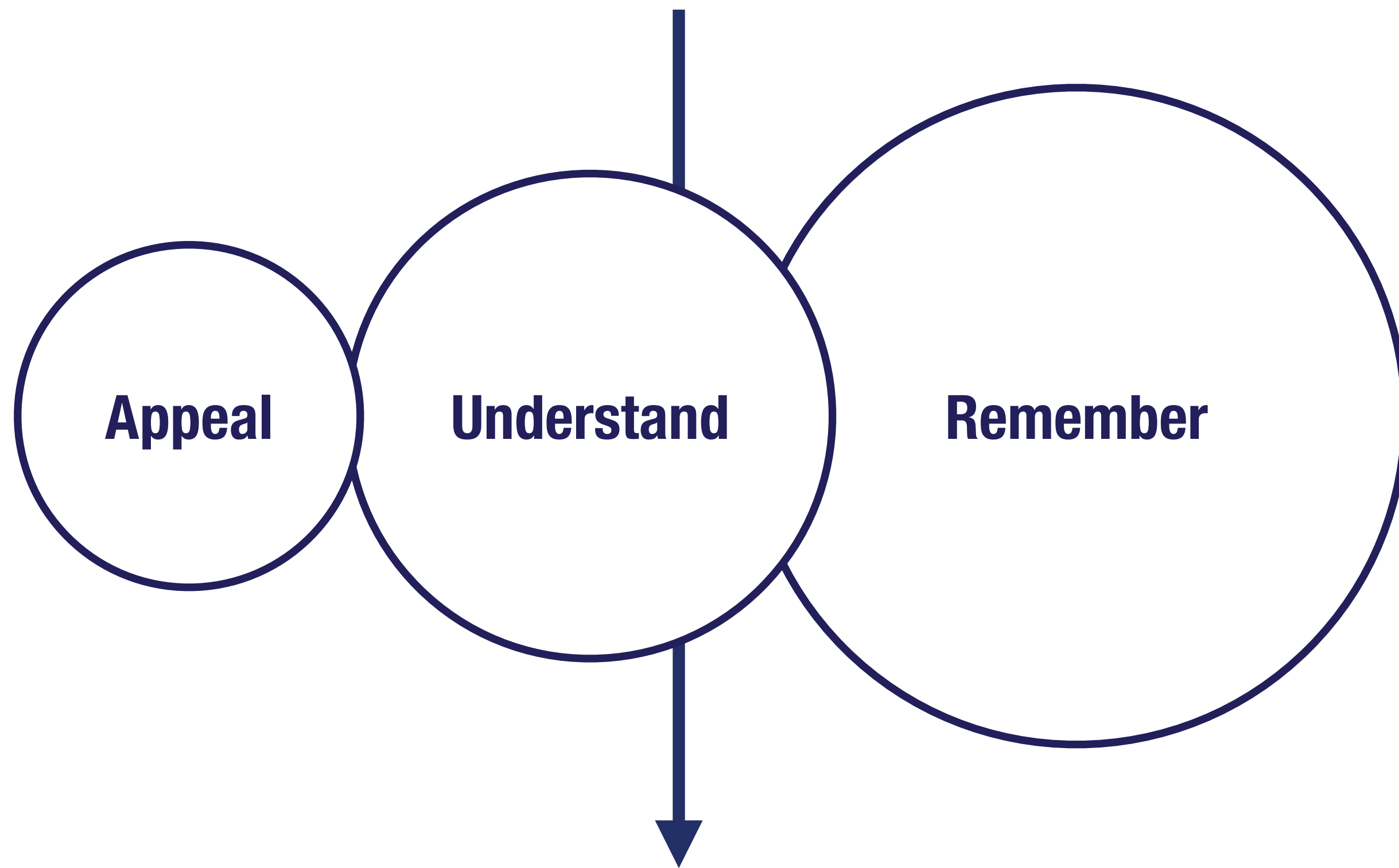
carry the story forward

Case study - video



carry the story forward

Case study - video



carry the story forward

PR tool

we want the story to go forward thanks to someone else



Public relations is the idea of creating coverage for clients for free, rather than marketing or advertising.

European Commission DG REGIO

Programme from Poland

Programme from France

Programme from Italy,
Lombardia Region

managing
authority

projects

projects

projects

projects

projects

projects

projects

projects

projects

projects

projects

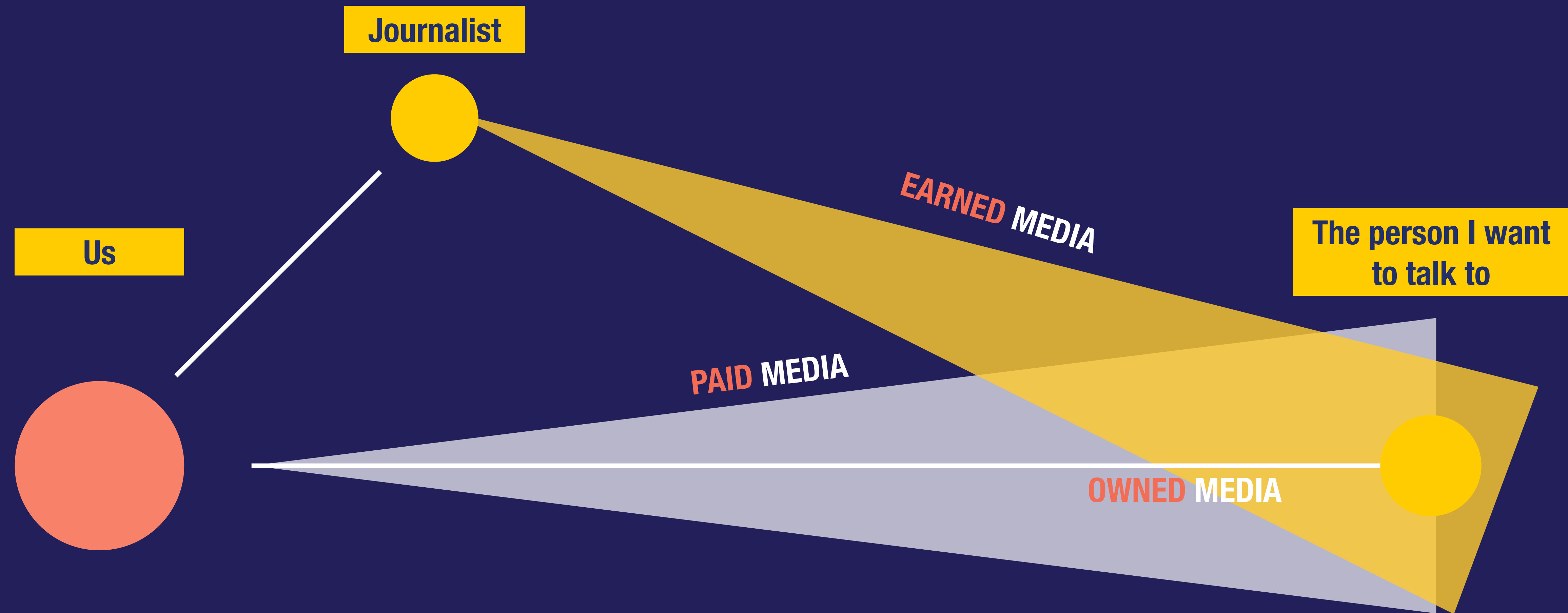
projects

beneficiary

story
tellers



users



Who are storytellers in your field?

Conversation - 5mn.

6

What can we do to make it happen?

Brainstorming:
**What do we concretely
need to produce a case study?**

2mn.

Ideal case

Lots of videos

Press articles

Great matching solution to the problem

Weak solution / bad problem

No video - assets - audio

No or low PR work

Talking about too many things

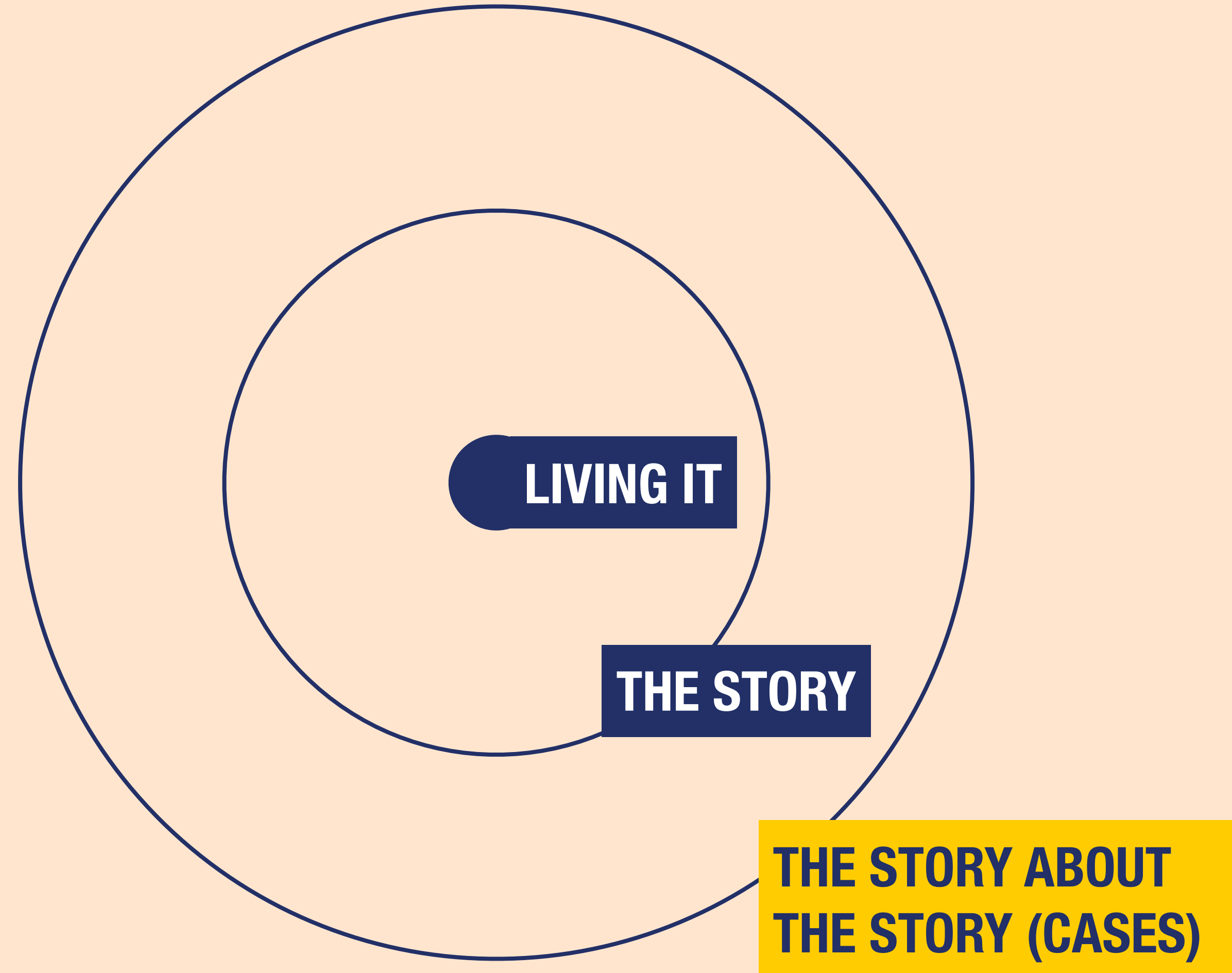
Difficult case

Should you do it yourself?

conversation

Is it more cost/efficient to **craft the story by yourself** or to trigger other storytellers to **come and retell the story**?

How telling the right kind of story makes your project unavoidable





**What the hell are we
supposed to talk about?**



corporate communication

Unilever

Interreg EU

brand marketing

brand marketing

brand marketing

brand marketing

Dove

Magnum

Axe

Interreg North West

direct
response

direct
response

direct
response

direct
response

direct
response

direct
response

direct
response

direct
response

Buy 2 get 1
free

Visit website

Download our
brochure

Register today
to the event

Attend
training

Watch the
video

Use our
service

Scan a QR
code





▶ 2,626 ♡ 0 📁 0 💬 0

If you've had a brainwave for something that might make North-West Europe a better place to work and live, then Interreg North West Europe could provide the financial backing that will bring your project to life.



Register to receive alerts

SIGN UP



About the Programme



Register to receive alerts

SIGN UP



About the Programme

Interreg North-West Europe (NWE) is a European Territorial Cooperation Programme funded by the European Commission with the ambition to make the North-West Europe area a key economic player and an attractive place to work and live, with high levels of innovation, sustainability and cohesion. It invests EUR 370 million of European Regional Development Fund (ERDF) in activities based on the cooperation of organisations from eight countries: Belgium, France, Germany, Ireland, Luxembourg, The Netherlands, Switzerland and the United Kingdom.

What is Interreg NWE?



The NWE area



The themes



Download our leaflet (EN, FR, NL, DE)



Who can apply?

Discover if you are eligible for Interreg NWE funds.

MORE



Contact us

Do not hesitate to get in touch with the closest Contact Point or with an Officer if you still have questions.

MORE

Who can apply?

Any organisation, public or private, can participate. The key is to find the right mix of partners to cooperate in the task. There is a "dream team" for each project so you are the best placed to select yours, but we can give you a few tips depending on the Specific Objective you choose.



Apply now

Apply now using our secure system

APPLY NOW







energy

energy

inspiration

corporate communication

Unilever

Interreg EU

brand marketing

brand marketing

brand marketing

brand marketing

Dove

Magnum

Axe

Interreg North West

direct
response

direct
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service

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corporate communication

Unilever

Interreg EU

brand marketing

brand marketing

brand marketing

brand marketing

Dove

Magnum

Axe

Interreg North West

BRAND RESPONSE

direct
response

direct
response

direct
response

direct
response

direct
response

direct
response

direct
response

direct
response

Buy 2 get 1
free

Visit website

Download our
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video

Use our
service

Scan a QR
code

STORY x STORY

Story about the Story



Case study
Meta-story



Problem

People in love who put their symbol in Paris / But bridge is crumbling

Specific

French authorities removing the locks

Insight

People sad, losing a part of themselves

Solution

ORANGE came up with a solution - love in the cloud

How it works

7000 pictures / stored online with a website for Valentine Day

Proof

People using it / testimonies / 43 countries / hundreds of articles, blog and TV

Vision & brand

We helped people find again one of the most beautiful moment of their lives / Love should be protected ORANGE

Problem

Specific

Insight

Solution

How it works

Proof

Vision & brand





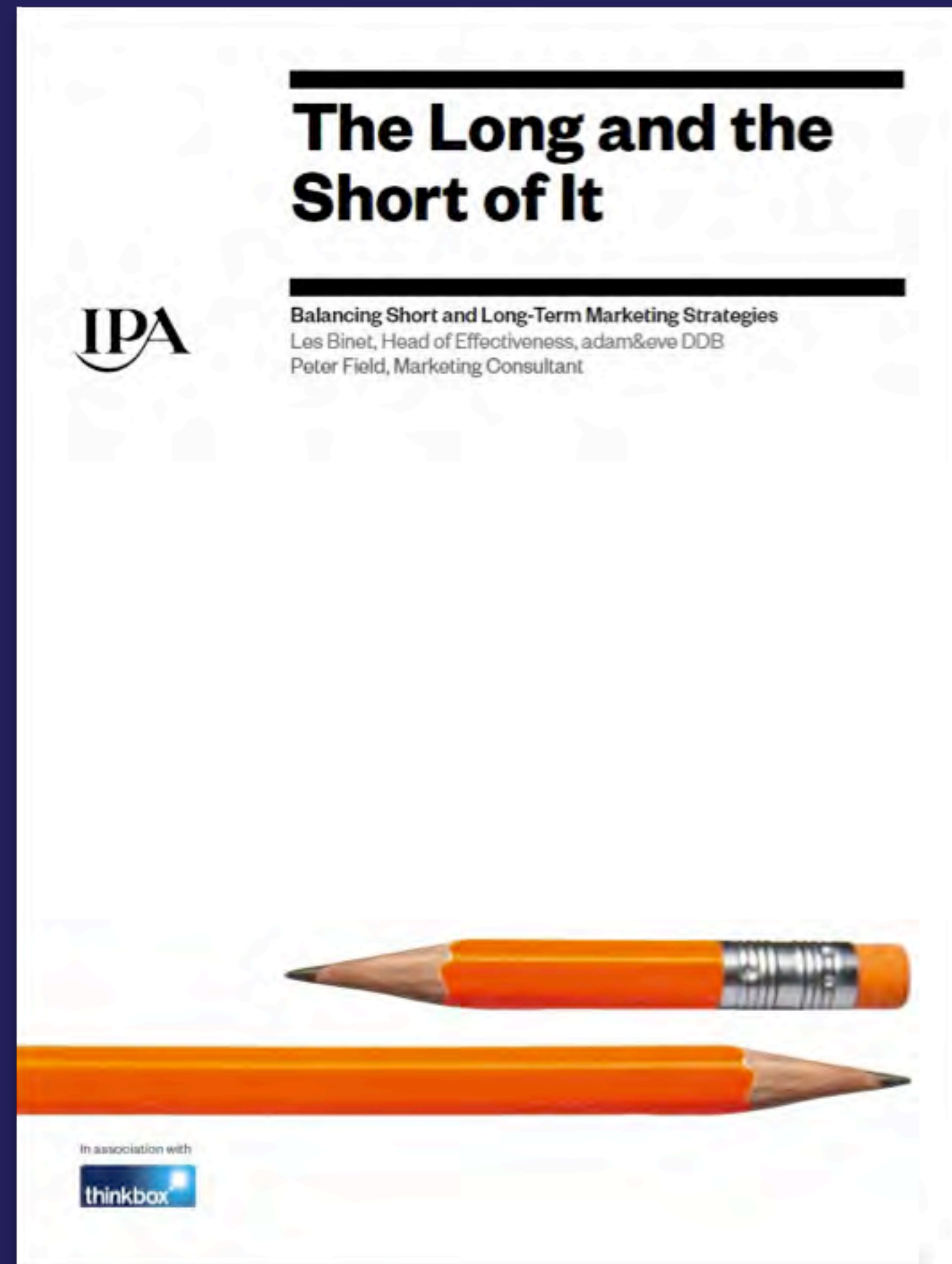
Oh my god, no way.

Programme + project owners
95%



PROJECT

COMMUNICATION



The Long and the Short of It

This publication is the eagerly anticipated update of Marketing in the Era of Accountability, examining the impact of timescales of effect, exploring the tension between long and short-term strategies for brands and businesses as well as providing evidence-based recommendations on how best to approach investment in advertising.

<http://www.ipa.co.uk/Framework/ContentDisplay.aspx?id=9225>

5

**If you start with people it
makes more sense**

Why do we need to talk to this person?

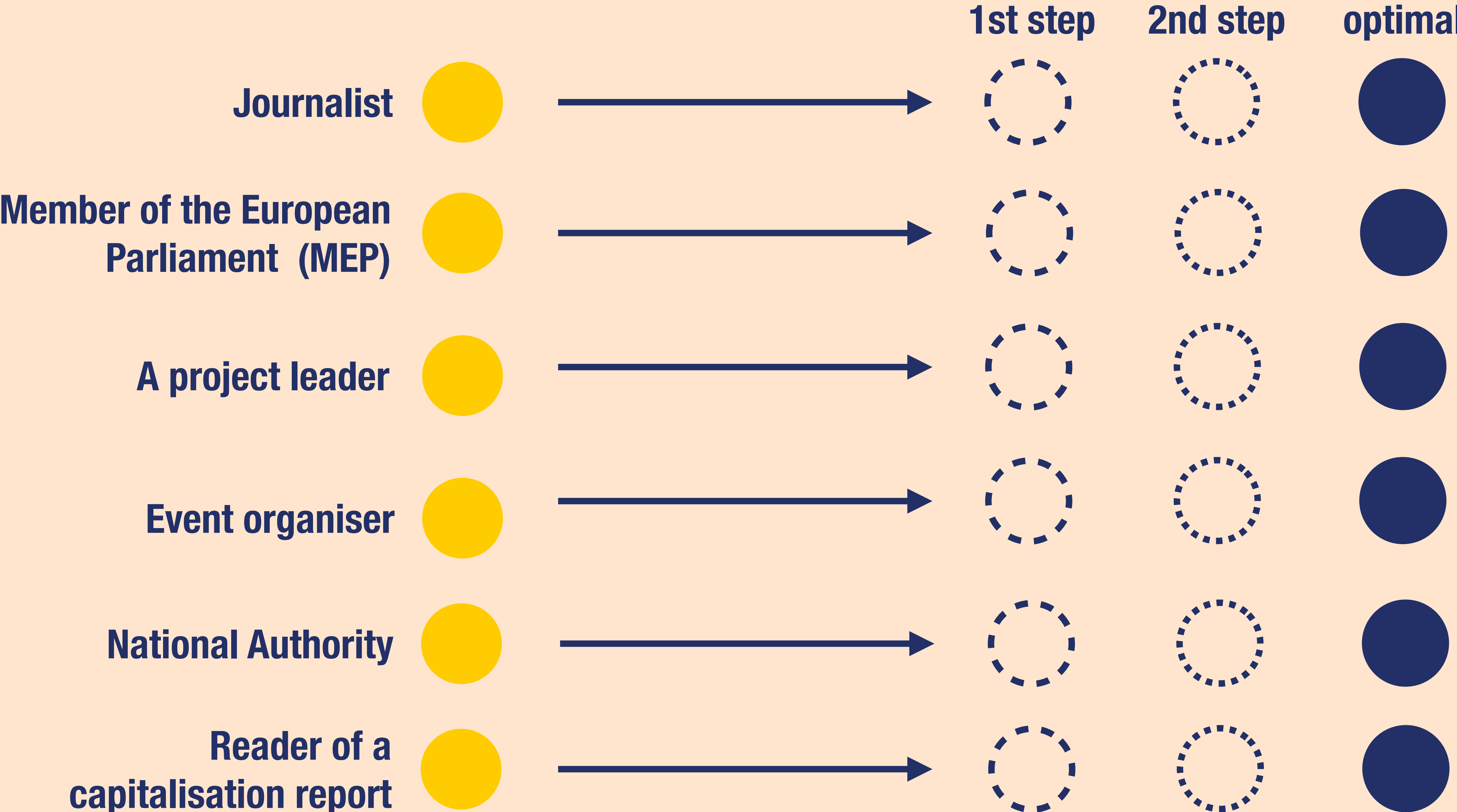
WHY?

CHANNELS

CHANNELS

**Who are we talking to
precisely?**

AUDIENCE



Concept :
Sophistication of the audience

LAVAZZA

LAVAZZA



Senseo

Arabica

Robusta

US Hawaii

Panama

Rwanda

Ethiopia

Colombia

Indonesia

Guatemala

Jamaica

Honduras

Kenya

Brazil

Tanzania

Mexico

Costa Rica

Yemen

largest producers ?

US Hawaii

Panama

Rwanda

Ethiopia

Columbia

Indonesia

Guatemala

Jamaica

Honduras

Kenya

Brazil

Tanzania

Mexico

Costa Rica

Yemen

US Hawaii

Panama

Rwanda

Ethiopia

Colombia

Indonesia

Guatemala

Jamaica

Honduras

Kenya

Brazil

Tanzania

Mexico

Costa Rica

Yemen

best producer ?

US Hawaii

Panama

Rwanda

Ethiopia

Colombia

Indonesia

Guatemala

Jamaica

Honduras

Kenya

Brazil

Tanzania

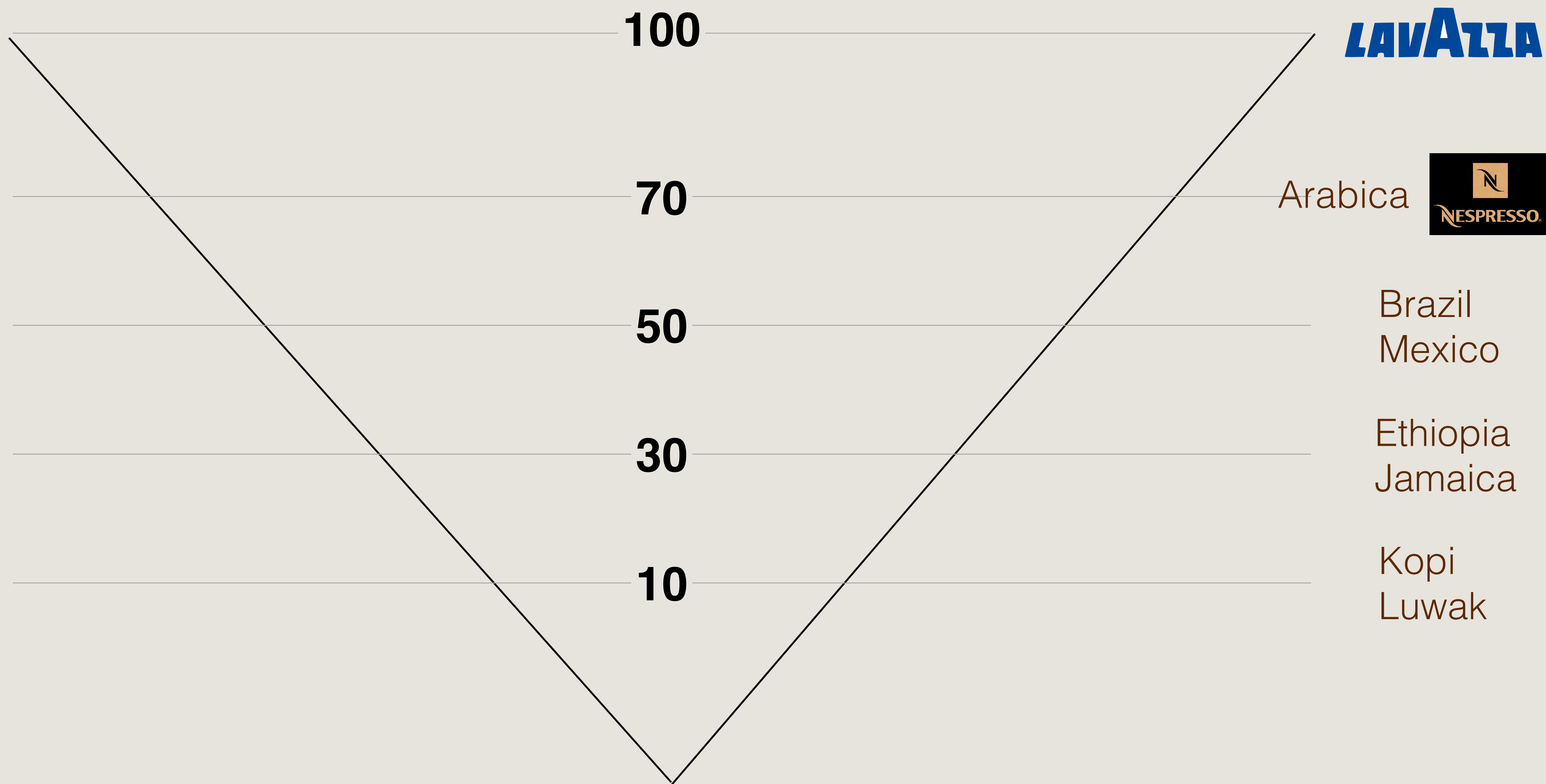
Mexico

Costa Rica

Yemen

Most expensive coffee?
Kopi Luwak





Sophistication in a topic







know who you are talking to, so you can talk to
him in his own words

Exercise

Pick-up one specific field where you are more sophisticated than average

physics

mathematics

biology

engineering

acting

computers

juggling

driving

language

writing

fishing

mushrooms

board games

dancing

gardening

wine tasting

drawing

fashion

horse riding

coffee

cooking

decoration

playing music

beer

computers

DIY

camping

sport

Exercise

Pick-up one specific field where you are more sophisticated than average

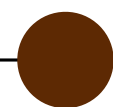
write 2 sentences

1 that speak to **you** as a sophisticated audience about your hobby

1 that speak to **someone** who does not know much about the topic



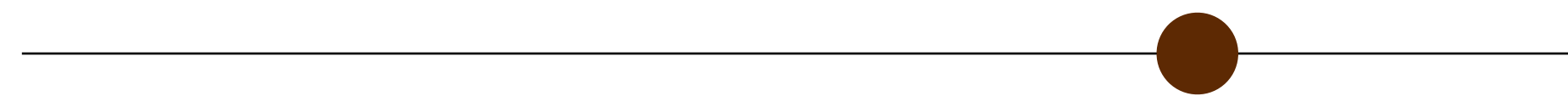
rough



sophisticated



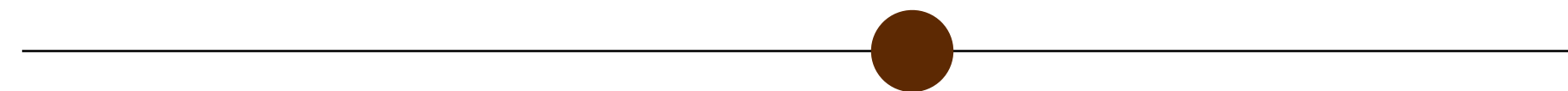
rough



sophisticated



rough



sophisticated

SCALE BURNER SIPHON RIG

- BOTTOM BEAKER







David Ogilvy

**The Customer is not a moron
She is your wife.**





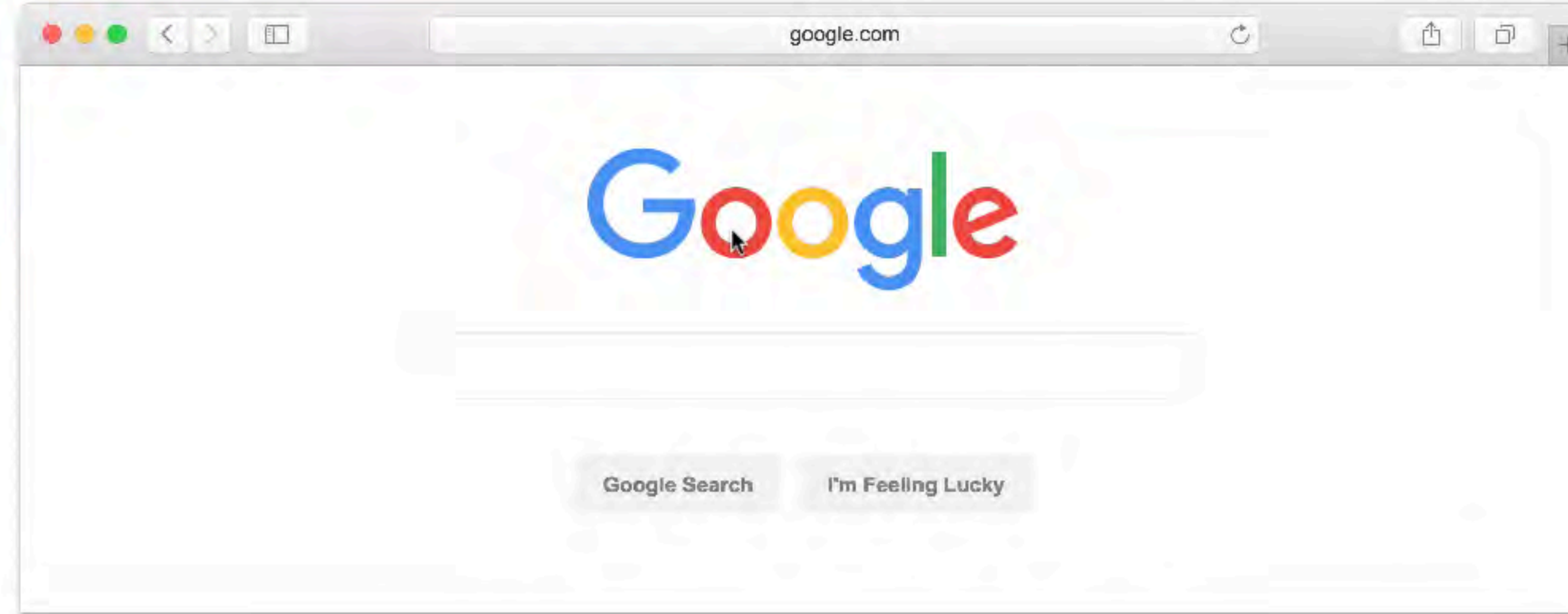






Step 1
Visit google.com

Step 2
Type your question.



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amazon.co.uk

	THE BIG BOOK OF ... PAPERBACK £31.22 (plus delivery) 		PUBLIC ... RONALD E. RICE, CHARLES K. ATKIN PAPERBACK See price 		HOW BRANDS GROW ... HARDCOVER £20.50 (plus delivery) 	
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DISCUSSION

Ordinary people in society, rather than people who are considered to be important or who belong to a particular group.

“The meeting is not open to the general public”

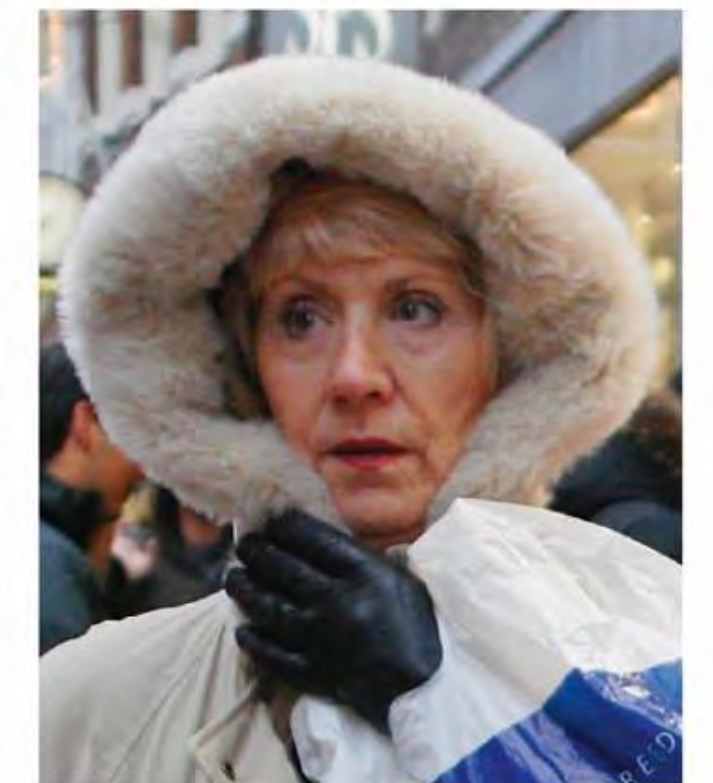


Hans Eijkelboom
Dutch, 1949

31 DEC 2004

Amsterdam, NL

13.00 - 14.00







15 APR 2005	Amsterdam, NL
	12.10-13.10

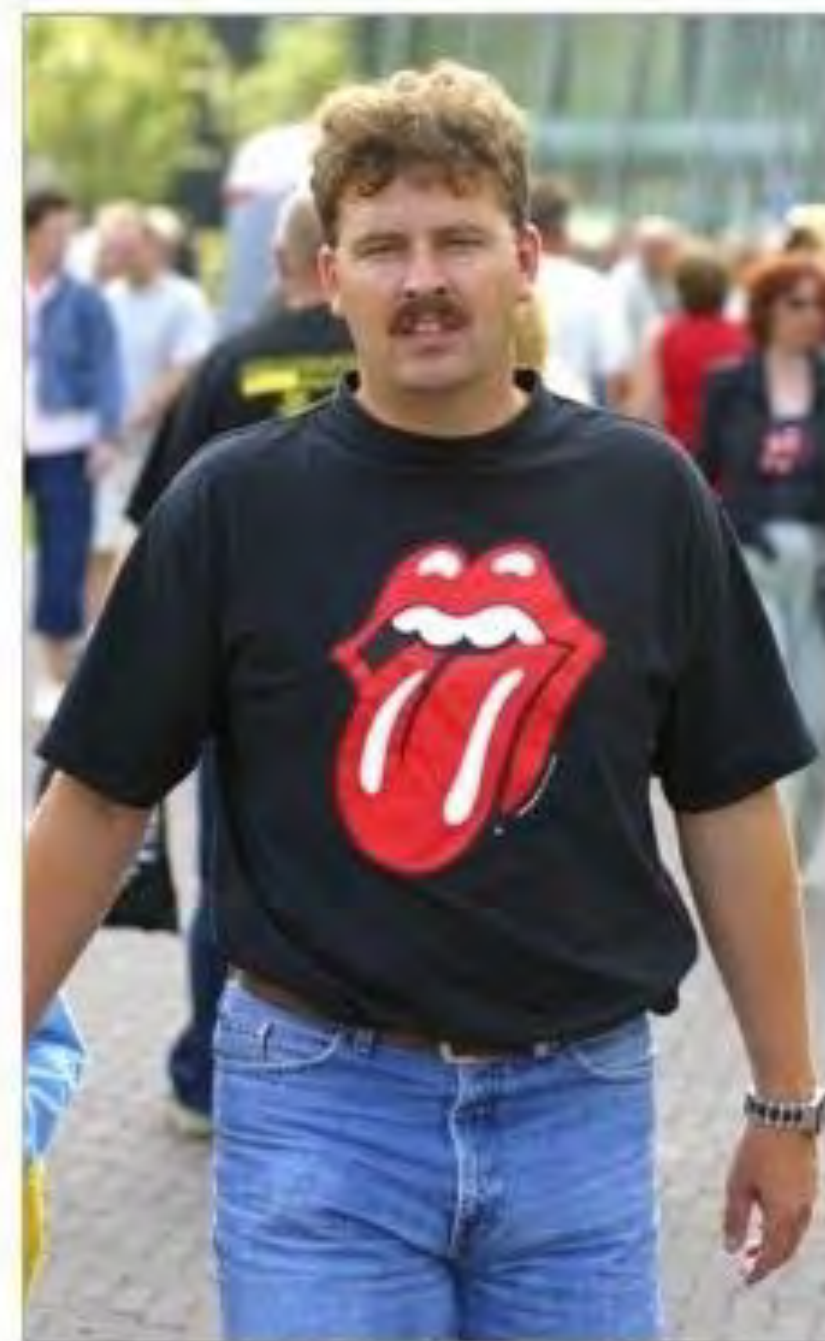
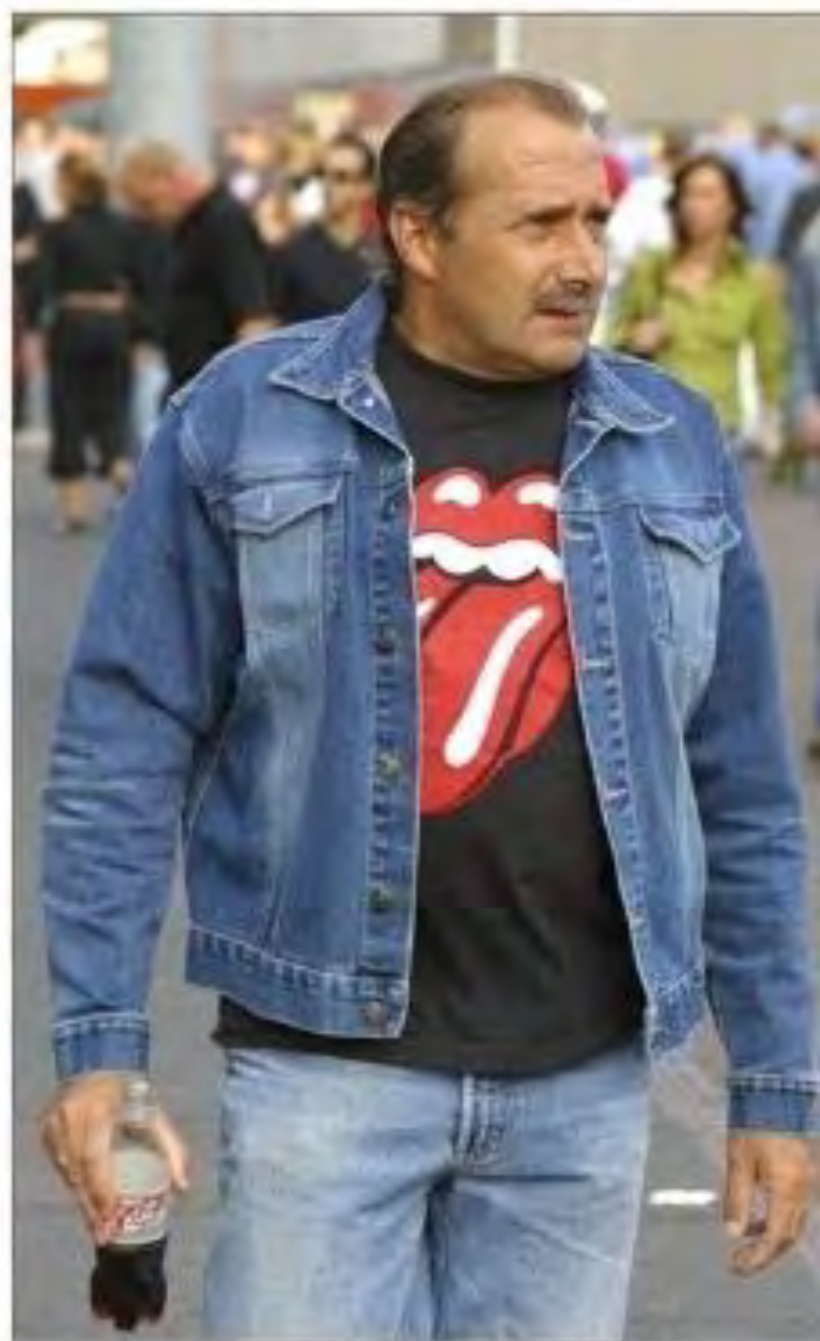
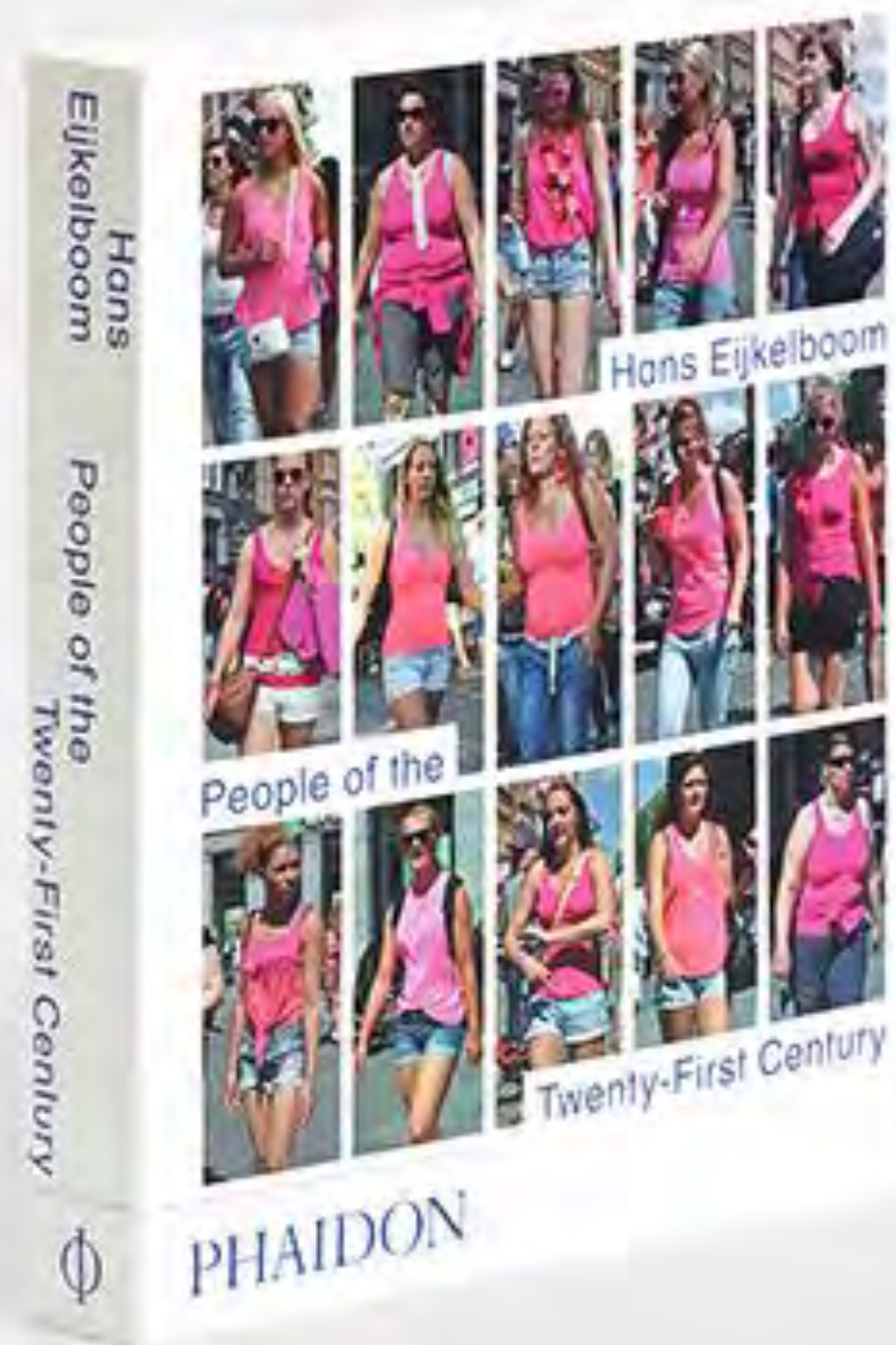




Photo Note	September 9, 2006
Paris	Rue Pierre Lescot
11.20 - 12.45	



People of the Twenty-First Century

Paperback - 20 Oct 2014

by Hans Eijkelboom (Author)
David Carrier (Author)



Meet your neighbour

Why do we need to talk to this person?

WHY?

CHANNELS

CHANNELS

**Who are we talking to
precisely?**

AUDIENCE

target audience

Urbanites

- Often on the move
- Mentally never still
- Doing more than most
- Always creating
- Always connected

Ruralites

- Stay in the same region
- Calmer and attached to family
- Focus on their activities
- Carry strong values and beliefs
- Not very digitally connected

target audience

Age
Gender
Salary
Place of living
Family members
Ethnic background
Digital connectedness

Sociodemographics
Gender
Age (including majority)
Kids in household
Level of education
Size of household
Household Income
Responsibility for household
Main income-earner in household
Personal income
Employment status
Job

Product Interests
Fashion and Beauty
Care and beauty
Fashion and clothing
Optics
Consumer Electronics
Computer (hardware or software)
Consumer Electronics
Computer or video games
Finance
Financial services
Insurance
Home and Garden
Baby products
Do-It-Yourself articles
Furniture
Domestic animal/pet supplies
Utility suppliers and tariffs
Telecommunications
Household appliances

Consumer Behavior

Everyday Shopping

At delis/independent retailers

At discount supermarkets

Online

At organic/health food stores

At Supermarkets

Grocery Shopping

Alcoholic beverages

Brand name food

Low fat or calorie reduced food

Healthy products as part of a balanced diet

New food brands/varieties

Organic products

Convenient food

Sweet and savory snacks

Foods that I can store for long term storage

Product Interests

Fashion and Beauty

Care and beauty

Fashion and clothing

Optics

Consumer Electronics

Computer (hardware or software)

Consumer Electronics

Computer or video games

Finance

Financial services

Insurance

Home and Garden

Baby products

Do-It-Yourself articles

Furniture

Domestic animal/pet supplies

Utility suppliers and tariffs

Telecommunications

Household appliances

Consideration

Next 12 months

Automotive

Move to house

Move to flat

Lifestyle and Leisure

Art and culture

Entertainment media

Sport and Fitness

Others

Further education or training

Partner agencies

Travel

Plane or train tickets

Holidays, last minute trips

millenials / generation Y

1981 - 1996 (21-36 yo)

Gender

Salary

Place of living

Family members

Ethnic background

Digital connectedness

millenials / generation Y

Beer (-11% 2006 - 2017) / in favour of wine and hard liquor

Napkins (fell 50%) in favour of paper towels

“Breastaurant” like HOOTERS - -20% of porn search for breast

Cereals (-5% 2009-2014) in favor of yoghurt and fast-food breakfast

Golf in favour of fitness

Motorcycle (-4% Harley Davidson Global)

Home ownership (-20% 2002 - 2015 US)

Light yoghurt (-8.5% about 200m\$) in favour of greek yoghurt

Bar of soap (-3%) in favour of gels

Diamonds

Clothes softner (-15% 2007-2015)

Banks physical - 40% never visit physical a branch

Questions (2mn)

meet your neighbour - 1st group

- **Age**
- **Gender**
- **Education**
- **Place of living**
- **Family members**
- **Ethnic background**
- **Digital connectedness**

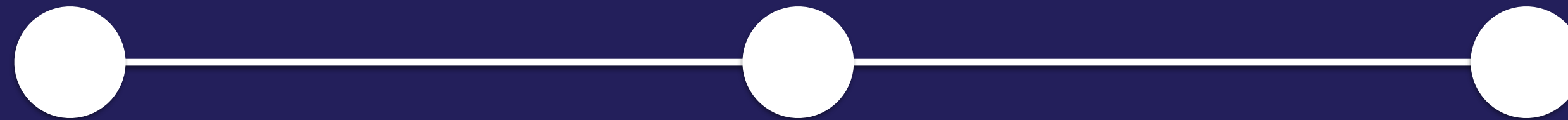
Questions (2mn)

meet your neighbour - 2nd group

- **What is the hobby you practice the most these days?**
- **What you like to do in the perfect Sunday?**
- **What is the magazine you read most often?**
- **What would be a little known fact about you?**

who do we know best?

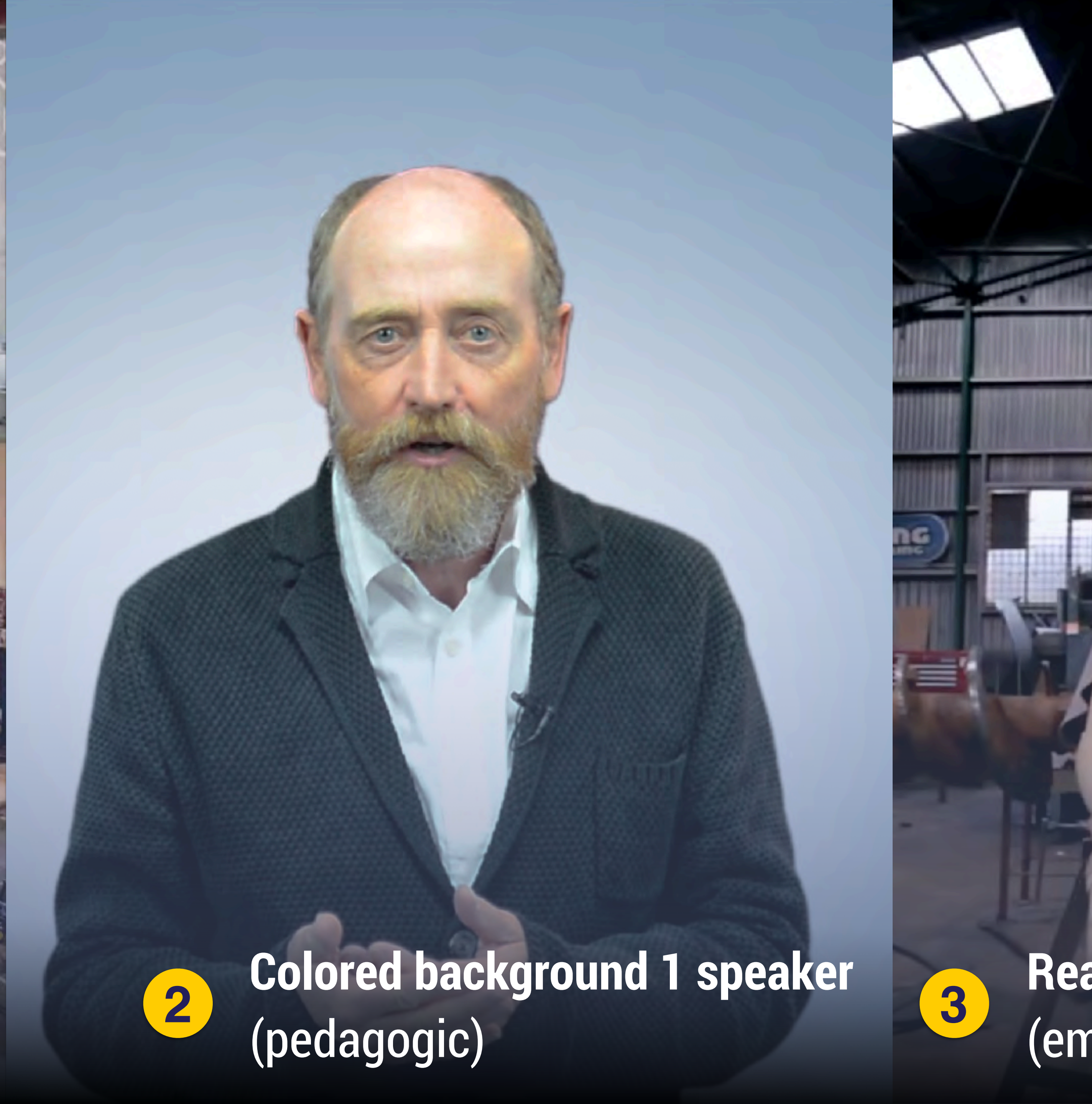
If I'm producing a video, which graphic style is more relevant to talk to my neighbour?



Facts + stock shots

pedagogic

emotional





opened a
just for
cts

+ stock



2

Colored background 1 speaker
(pedagogic)



3

Real people living real lives
(emotional)



Sweden has opened a **shopping** mall just for **recycled** products

1

30s capsule data +
stock (social media)



2

Colored background 1
speaker (pedagogic)



3

Real people living real
lives (emotional)

who do we know best?

What is the soundtrack I could put for a video?

1

Upbeat millennials

2

neutral pop

3

ethno electro

who do we know best?

What TONE OF VOICE should I adopt?

1

**Expert
high-level**

Framework
guidelines
about ageing
society

2

**Newspaper
treatment**

Controversial tax scheme
encourages wealthy
pensioner to emigrate to
Portugal

3

**Editorial long story
(magazine)**

I spent a day living like
a grandmother in a
costume that simulate
ageing

4

**Direct message
“YOU”**

You will be old one
day and the EU is
working for you to
make it easier



Channels & Personas

Why do we need to talk to this person?

WHY?

CHANNELS

CHANNELS

**Who are we talking to
precisely?**

AUDIENCE

1

When we talk directly to people

Owned media

2

**When we talk to people by accessing
someone else community**

Paid media

3

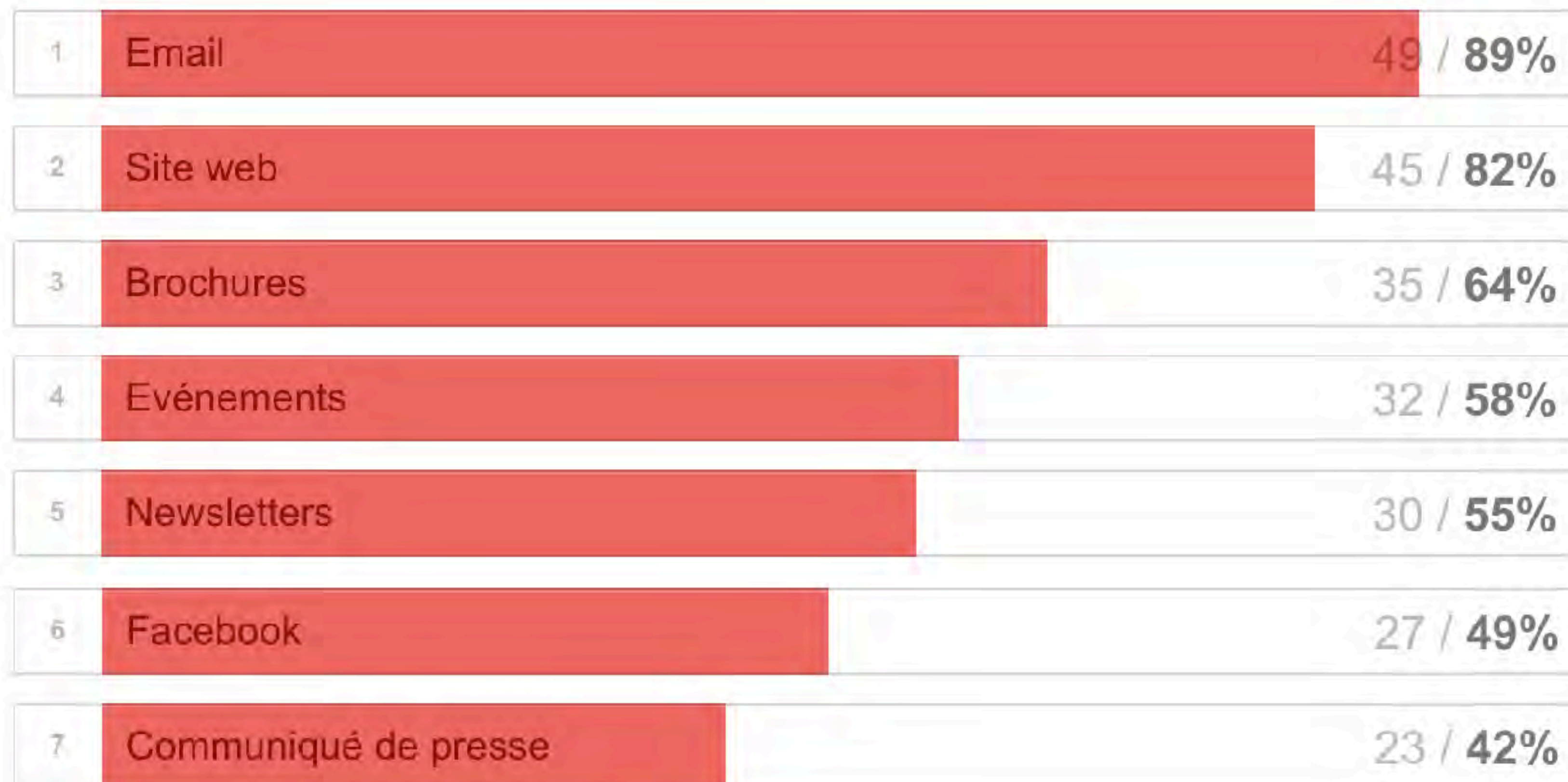
**When we talk to people thanks to the
free invitation of someone to talk to his
community**

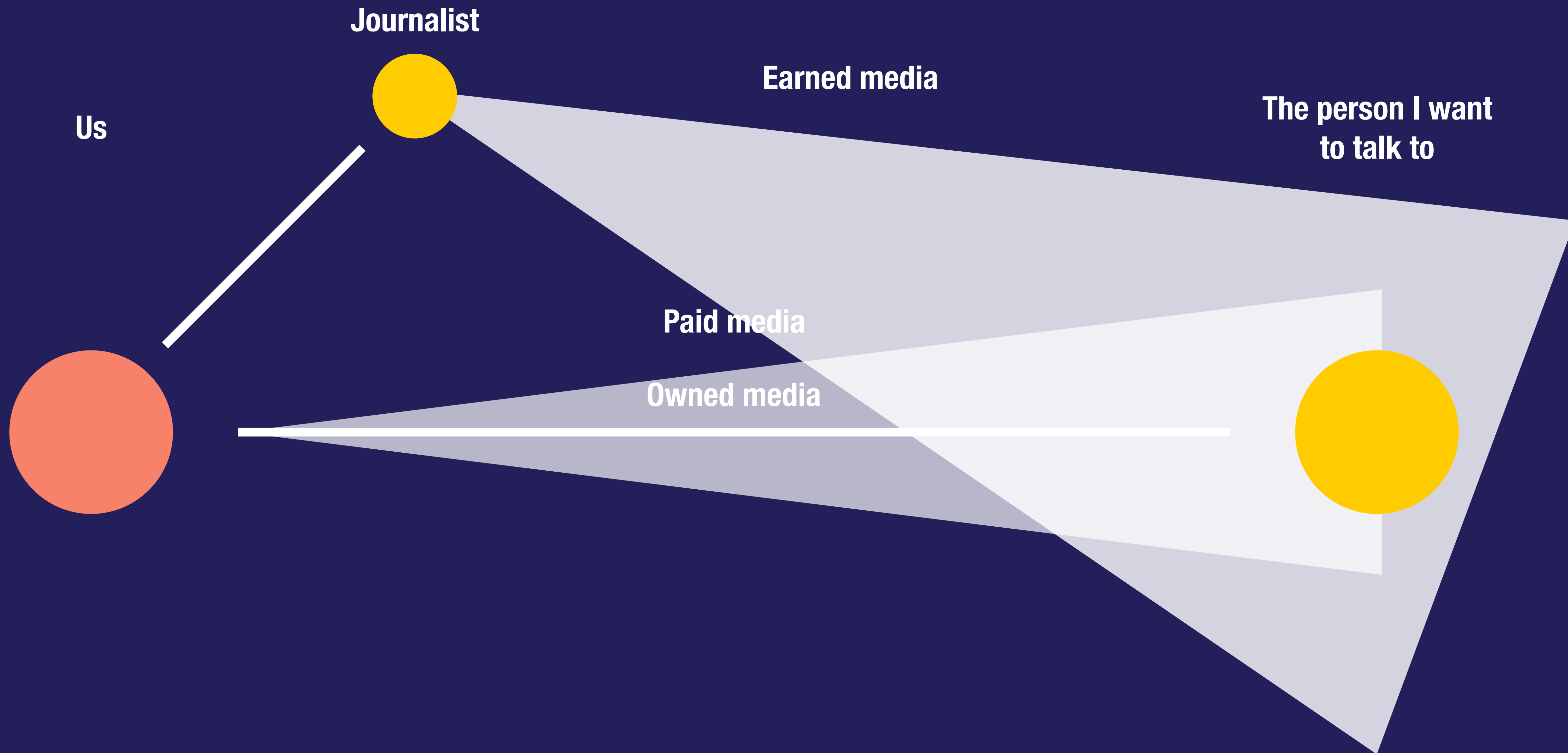
Earned media

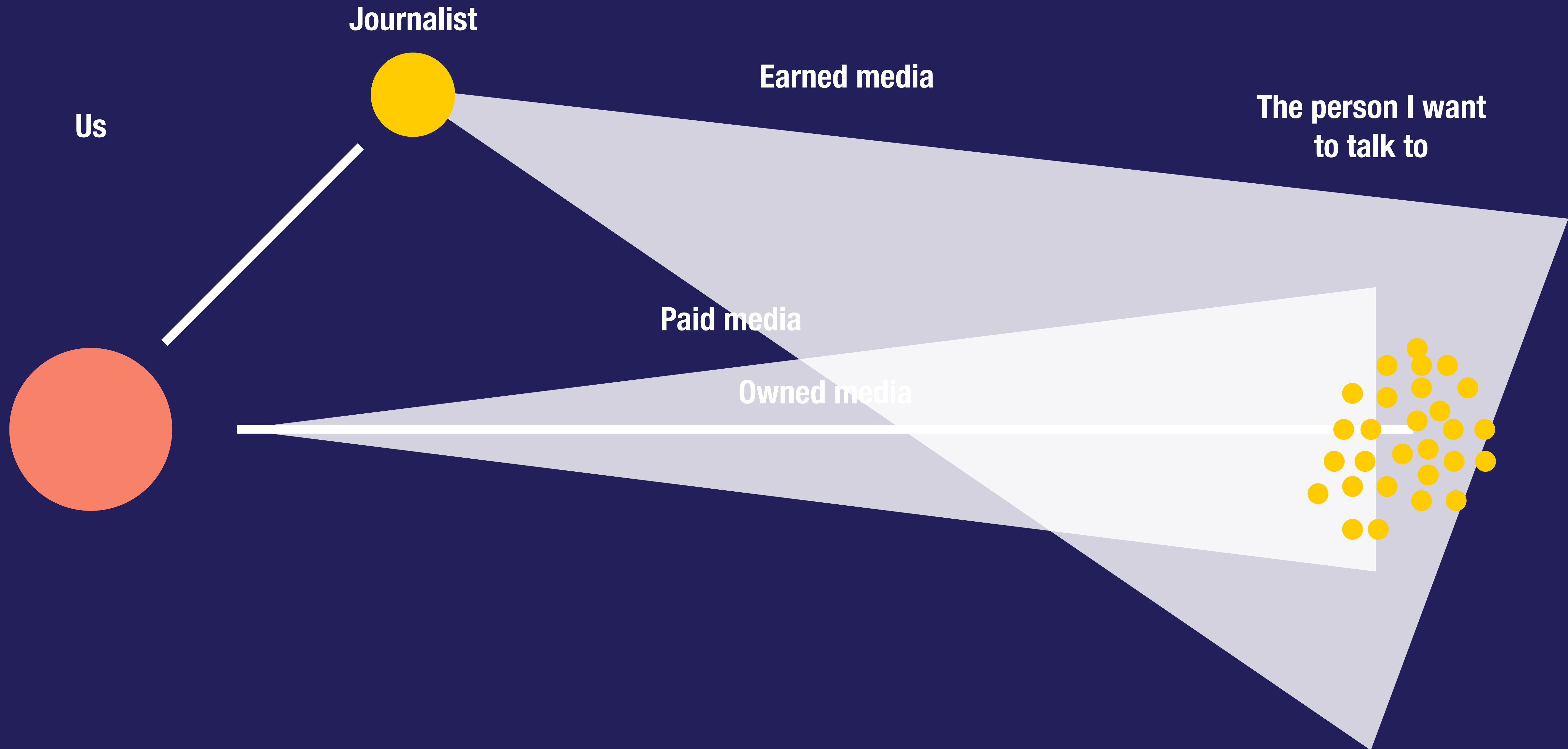
Owned media
Paid media
Earned media

Quels outils de communication utilisez-vous le plus souvent

55 sur 55 personnes ont répondu à cette question







Exercise

Media Channels - page 7

individual - 3mn.



GlobalGiving

Bénéficiaire Google Ad Grants

Faites connaître votre projet dans le monde entier

Imaginez tout ce que vous pourriez faire avec 10.000 \$ USD d'annonces gratuites par mois via AdWords, une solution de publicité en ligne de Google. Vous pourriez recruter plus de bénévoles, récolter davantage de dons et faire connaître votre projet dans le monde entier. Tout cela devient possible avec Google Ad Grants.

[VÉRIFIEZ SI VOUS ÊTES ÉLIGIBLE ➔](#)

[INSCRIVEZ-VOUS](#)

Pour associations



Gauthier

- **31 ans - 1 kid (1yo) - married**
- **from France, Lille (north)**
- **went in Erasmus**
- **Founded his company in 2013**
- **Bought a flat in 2016**
- **7 employees / Public Communication**
- **No entrepreneurs in his family**

No matter how successful the company, Gauthier thinks it is going to crash, and he will not receive any more calls from client. He dreams about it at least once a week.

Interreg

France-Wallonie-Vlaanderen



UNION EUROPÉENNE
EUROPESE UNIE

GoToS3

Fast to Market



Fast to Market

de l'innovation à la commercialisation

17 / 10 / 2017 | Forum Mind & Market Mons - And the winners are ...

12 / 10 / 2017 | Forum Mind & Market Mons

29 / 06 / 2017 | Event de clôture des parcours Fast To Market Academy #1, #2 et #3

[Accueil](#)

[Fast to Market](#)

[Actualités](#)

[Documents](#)

[Contact](#)

Exercise

Create a persona

individual - 3mn.

9

**Your audience real
problems**

Comme sortir du lot
quand on est au
quotidien noyé par
de la
communication au
sens large ?

Comment articuler les canaux de
communication publics, aux
différentes échelles de
compétences (communes,
intercommunalités, syndicats
mixtes, communauté d'anglo,
département,
région)? Quelle capitalisation
pérenne pendant et après le
projet interreg?

Comment
bien communiquer lorsque
nous devons toucher des publics
cibles variés comme
les politiques, les journaliste, le
grand publics, des gestionnaires
environnementaux , des
agriculteurs?

Comment donner envie
à des journalistes
d'assister à un
évènement de projet
lorsque le thème paraît
complexe/pas très
sexy ?

Comment
établir un
bon carnet
d'adresse?

Comment faire
passer des
messages auprès
de la presse -
des publics cibles
spécialisés

Comment gérer simultanément
la
communication vers les
autorités publiques amenées à
prendre des décisions
(élus, administrations) et vers le
grand public afin de le
sensibiliser à
l'impact des changements de
comportements ?

Comment mettre en
valeur nos
évènements,
notre communication
parmi la foule des
initiatives existantes?

Comment
organiser/faciliter la
communication dans des
structures ne disposant pas
des compétences de
professionnels de la
communication

Comment
peut-on communiquer
efficacement vers le grand
public à propos d'un projet
de recherche scientifique ?

Notre difficulté, en tant que
scientifiques et non spécialistes
de la
communication, est de
communiquer (et donc

scientifiques assez pointus et

Comment
toucher le
grand public
?

Comment
trouver le bon équilibre dans
l'usage des réseaux sociaux,
optimiser le
rapport entre temps passé et
impact?

Quels sont les nouveaux outils
et les nouvelles méthodes?
Modes ou
efficacité? Place de la vidéo?

Communication
externe: travailler
ensemble avec les
habitants du territoire
transfrontalier - la
participation citoyenne

Communication par biais
de
Facebook.

Communiquer en direction
de la cible
"grand public" sur des
sujets fréquemment
techniques et qui peuvent
mettre du temps à donner
des résultats concrets et
visibles

Comment
établir un
bon carnet
d'adresse?

Wat is het globale perspectief op Europa? Hoeveel belang aan het informeren van de Europese burger over Europese projecten. Maar hoe heeft je hen? Hoe stel je Europa in een positief daglicht? Europa is een moeilijk thema om onder de aandacht te

de la classe
"grand public" sur des
sujets fréquemment
techniques et qui peuvent
mettre du temps à donner
des résultats concrets et

me cesse de prendre du temps pour et reconnaître la forme vidéo, qui nous compétoit utiliser largement pour communiquer sur le projet. L'expert en communication a-t-il des recommandations concrètes à donner ?

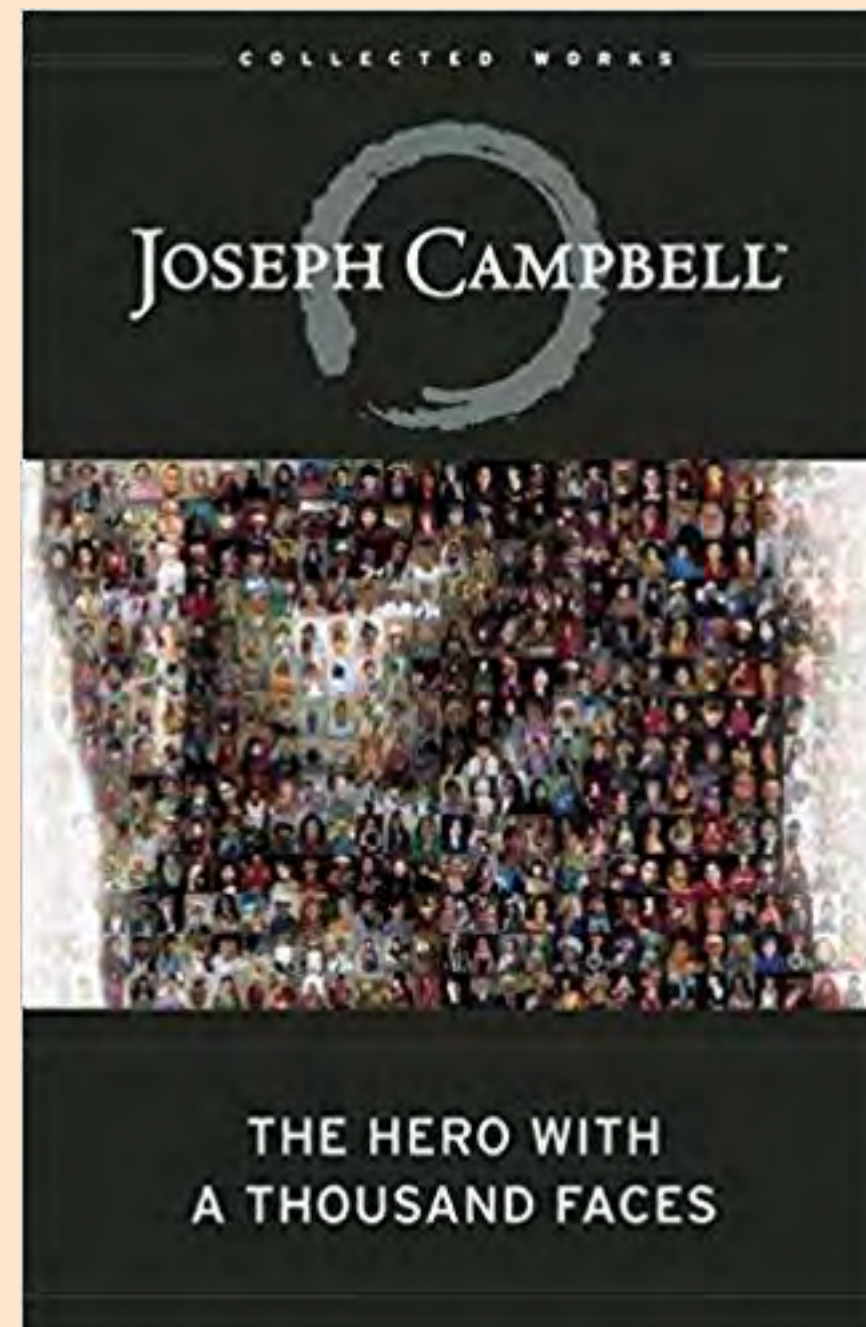
Les achats d'espace sur le web en plus particulièrement la publicité mobile (interstitial et Native Ads), campagne push d'e-mailing via des sites affinitaires

Qu'en ce qui touche les nouvelles
nouvelles outils et les nouvelles
méthodes d'aujourd'hui? Le
votre est-elle un
intentionnel? Quel est le
bon
esprit de la future des
réseaux sociaux?



10

**Story for people
Stories for storyteller**



“

It was a great gift and a very important moment; it's possible that if I hadn't run across that, I'd still be writing Star Wars today. *[About the Hero with a Thousand Faces - Joseph Campbell]*

Georges Lucas



Web-documentary

#SALAUDS DE PAUVRES

Un documentaire transmédia sur la mendicité à Bruxelles
Patrick SEVERIN et Michael DE PLAEN

Une initiative du Forum Bruxellois de Lutte contre la Pauvreté

VIVEZ L'EXPÉRIENCE

Web-documentary



/// LIEGE WEB FEST
FESTIVAL INTERNATIONAL DE LA VIDEO ET DU TAVENSON

MEILLEURE ŒUVRE TRANSMEDIA
FEDERATION WALLONIE-BRUXELLES

PRIX DU PUBLIC

PRIX COUP DE CŒUR
KISSKISSBANKBANK



WHAT HAPPENS NEXT

VR/AR - Virtual / Augmented Reality

Snow Fall

The Avalanche at Tunnel Creek

By JOHN BRANCH

Long read rich media articles



EMPLOI FICTIF : POURQUOI CETTE AFFAIRE PEUT TUER FILLON

215,727 views

8K 460 SHARE ...



Osons Causer

Published on 26 Jan 2017

DOWNLOAD AS: ▼

SUBSCRIBE 182K

Emploi fictif : pourquoi cette affaire peut tuer Fillon. Notre synthèse pour comprendre en quelques minutes toute la gravité de cette affaire d'Etat. N'HESITEZ PAS A COMMENTER ET LIKER POUR FAIRE MONTER LA VIDEO :)

SHOW MORE

1,332 Comments

SORT BY



Add a public comment...



Alien SKP 10 months ago (edited)

Pendant ce temps, les hopitaux crevent, les ecoles se delabrent, les pompiers doivent porter des gilets pare-balle,...

Affaire apres affaire,... CASSEZ VOUS TOUS bande de FDP.

REPLY 171

View all 57 replies ▼



Claude CLERC 10 months ago

Quand F. Fillon parlait de supprimer les 35h, je n'avais pas compris qu'il voulait les passer à 0h, comme pour son épouse.

REPLY 473

View all 42 replies ▼



Karim Rémy 10 months ago

Super job les gars !!
Faut s'occuper du cas Macron avec les 120000 ça serait cool.

REPLY 106

View all 15 replies ▼



Setonoblade 10 months ago (edited)

ERRATA du 01/02 : on vient d'apprendre que visiblement c'est Fillon lui-même qui serait à l'origine de l'enquête des journalistes. Il aurait tenu des propos contradictoires mettant la puce à l'oreille des journalistes.

On en parle de la sortie de cette affaire en 2017, 6 mois avant la présidentielle ? ^^ Cette histoire scandaleuse date de
Read more

REPLY 81

View all 64 replies ▼

Influencer / Youtube - +5000 views / video



A wide-angle photograph of a Tokyo street scene at sunset. The Tokyo Skytree tower is the central focus, with the sun setting directly behind it, creating a bright lens flare. The street is lined with multi-story apartment buildings on both sides. A river or canal runs down the center of the street, reflecting the sky. The overall atmosphere is warm and urban.

#180sec

Music: Oh Wee by Immortal Beats (CC BY-SA 3.0)

Web-documentary

20 - 50K - partnership with publisher / Students in Digital media /
6 - 12 months / can be co-financed

VR/AR - Virtual / Augmented Reality

from simple 360° video (students / owned media) / to complex
narratives (6-12months - 30K - enthusiasts)

Long read rich media articles

collaboration or owned media / dedicated micro-site / 2 months -
need photos + content + audio and video / students

Influencer / Youtube - +5000 views / video

need repeated contacts / multiple direct meetings / be able to not
be a control-freak - give access - let the person work - small
Youtuber will not ask for money (below 10.000 subscribers)

Goethe Institut - 180 seconds city

Good owned media / 1000K per video - 3 to 6 months - can trigger 10 videos and possibly about 1000 to 5000 views per video

Photo Competition + story

If well organised - 300 to 1000 photos - under 20K - need to be well thought through artistically and the reward match the time invested by the photographer

other tool?

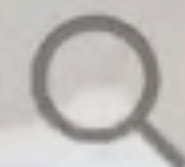
other tool?

other tool?



allegro

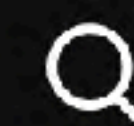
wszystkie działy ▾





EXPLORE

JAUNT

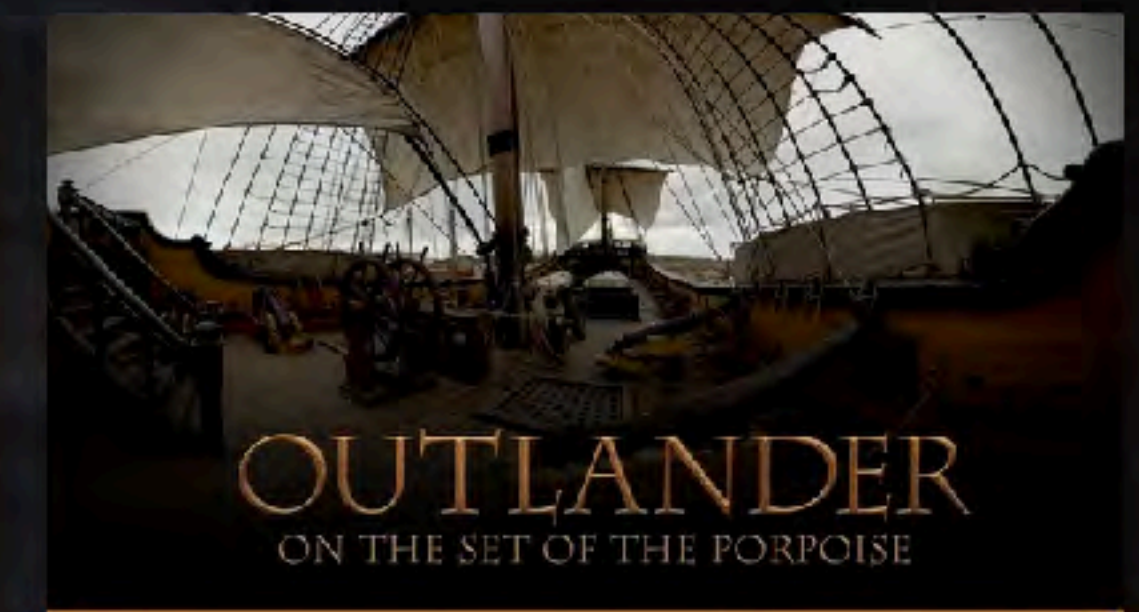


CREATORS

GET THE APP

IMMERSE YOURSELF IN

CINEMATIC VR



JAUNT VR - www.jauntvr.com

