OUTSTANDING TEACHING, LEARNING AND ASSESSMENT

TECHNICAL SKILLS NATIONAL PROGRAMME

Master Technician - lecture notes for L3 Creative Media presentation, storytelling for brands and agencies
Created by: Jet Media for City and Islington College
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Hi i’m Steve, CD of Jet Media. I’m here to show you our work, how we present ourselves to a client
I’d like to address these 3 areas:

- Putting pitches together - getting the right info
- Presentation / presenting your ideas. What format, how much detail etc
- Sell yourself
- From our experience, Communicating with the client through a project.

I’ll do that through a typical deck our company might use so you can see what we do.

I’m going to stress one thing at this stage, always ask questions, even here right now.

The following slides are how we tend to go about presenting and what strengths to highlight.

2. verbally introduce yourself and your background...
3. We like to start by showing some engaging imagery. A showreel reflecting brand
4. Reinforce what was in the showreel with brands we have worked for. Our heritage
5. Collaborators. It’s important to discuss how you work
6. Even list what you can offer. We share our workload and work across each-others projects
7. Storytellers. Introduce your specialist areas. We use storytelling as one of our strengths
8. and add relevant content to suit the client... for example cross platform editorial - again focused on brand
9. This is for an event at Chelsea flower show. Online and experiential work
10. Designers. Here we can be very specific but I feel sometimes it works with a collage of images. Gin work thru design
11. Mappin & Webb - pitch
12. Example of a campaign pitch for new business.
13. Examples of final images
14. Examples of newsletters. Some we shoot all images, Eton Shirts was all supplier images
15. Digital. Discuss scope of work, what you can do, eg UI UX, front end, back-end / Redesigned elements / cross platform strengths
16. Film makers. Another specialist area. You may not have live work in your book but a good understanding of areas is worthwhile mentioning
17. Car Film. This was for a pitch we did to Morgan cars. We presented this film alongside printed material and digital assets. Drone + talking heads
18. Photography. Again, you may not have any live work but is good to see what you can produce.
19. Advertising and editorial content. CD, AD photog.

20. Case Study 1. Explain brief. Through an agency. Asked to produce product hero photography and short films. No brief. Ask lots of questions. Explain brief. We pitched the project back to the agency with what we thought we should do. We have a film maker in mind so managed to work on some visuals with his work in mind.
21. One thing I like to establish early on is usage.
22. Composition is key in terms of space around image etc
23. Lighting. We worked with some assets we had and mocked us some visuals.
24. What will they wear/how will they look
25. Get creative concepts signed off and not verbally signed off. An aside: we took a month visualising creating the look and feel for these films and shot them 1 day film and half a day photography.
26. Storyboard and recce
27. Storyboard and recce
28. Storyboard and recce
29. Storyboard and recce
30. Storyboard and recce
31. Storyboard and recce
32. Restrictions: Mid jan, short hours light, Peckham (request came in from brand to make it look like California).
33. This is the style for the films we ended up creating. BTW we took this onto radio.

RECAP ON PRESENTATION and pitching back to client.

34. Case Study 2. We were briefed on this via email.
35. Fairly generic brief document.
36. Products
37. Current campaign which we had worked on
38. Additional hero imagery reference. They wanted to develop the creative and use the circles more.
39. Our notes back to the client on our thoughts
40. How we may want the backgrounds to look and be lit
41. Angles
42. Spheres
43. Idea for moving image
44. This is how we intend to show the moving image creative
45. Make these pages as literal as possible with product, description and outcome. Sketches only. Colour, light etc should be a separate page.
46. Basic animation featuring the products - no colour or treatment. Show products to be used in creative.
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51. We presented these ideas and receives the feedback that they were not on brand. So we asked for a face-to-face meeting.
52. We were presented with 5 new sets of products. Turned out they didn’t have the stock behind the other sets. Basically we start again. Its our time thats lost on this job which is fine. We hadn’t drafted in support to work on this at this stage.
53. We represented as sketches only this time -no animations as we were very short of time..
54. Revised drawings to get signed off
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56. We had 2 amends from the client.
57. Second amend
58. Second amend
59. Once these were represented we got to work on the project.
60. Outcomes
61. Outcomes
62. Outcomes
63. Outcomes
64. Outcomes

RECAP ON PRESENTATION and managing clients expectations

65. Case Study 3.
Another beauty brand. why?
No Money but good brand.
Juggle finances.
Presenting to a brand you want to work for. No agenda. We do this a lot!
Non of this is our work. Just observations.
We had presented a generic deck prior to this btw.

66. What is our intent here?
67. We listed what we could help them improve upon. Without sounding conceited or that they are getting it wrong
68. This slide is pretty redundant but we wanted to readdress that we are merely suggesting things.
69. Social animation
70. Use beauty experts and ambassadors or influencers.
71. More upmarket and polished way to feature moving image.
72. Create a voice and a look for your brand
73. Connect to your social channels
74. Making static into animation
75. Change it up a bit
76. Expand on current assets.
77. End with a summary and an opening for them.

From presenting the above, they came back to us and asked us to look at 2 things:

78. Blog Repositioning.
79. Outcome
80. Email campaigns
81. outcome
82. outcome
83. outcome

84. EVENTS. Finally, PHEW! Intro trailer for hair conference.
   Brief was: Needs to be BRITISH!
   Very little money - gorilla style shoot.
   I'll leave you with this.

Hopefully that was of some use.

Thanks for your time today. I have some pitch docs and finished projects here. I'm around for a little while so please feel free to come and chat.