**LOVEmyBEACH – video brief (August 2015)**

**Concept**

LOVEmyBEACH is an environmental campaign across the North West of England encouraging local communities, schools, businesses, volunteers and visitors to do what they can for cleaner seas. We’ve come a long way and the sea is cleaner but we need people to take action.

We would like to use video to let people know what the campaign is about and what they can do. Our beaches are wonderful so it’s not about shaming people into taking action. We’re proud of our beaches and we want others to feel inspired to help. It’s easy so simple messages are key.

We have passionate advocates and supporters across the region and they’re to be the stars, as well as our beaches.

The video will feature local people asking others to take action and support LOVEmyBEACH.

**Narrative**

Loving the beach is easy. Make simple changes at home and the beach and you can help cleaner seas. Over 30 beaches across the North West are designated for swimming. The water is cleaner than ever with all beaches passing EU water quality standards in 2014. From 2015, standards are tougher so we need to do more. You don’t need to live by the sea to make a difference. Please support LOVEmyBEACH ☺

**Objectives**

* Reach existing LOVEmyBEACH supporters to feel part of the campaign and proud of what we’re achieving enough to share the video
* Make stars of the people who support LOVEmyBEACH by featuring them in the video to ask others to do their bit
* Have an engaging / fun / relaxed way to spread the LOVEmyBEACH messages to new and existing audiences, especially to a younger audience
* Position LOVEmyBEACH as a fun way to help cleaner seas by taking simple action
* Position LOVEmyBEACH as fun and easy for all ages, no matter where they live in the North West
* Provide a way for stakeholders, businesses, tourism agencies to ask people to look after the beach in a friendly and relaxed way
* Generate 1000 views of the video by 31 December 2015
* Provide an introduction to the campaign and who’s doing what for the press and media during key announcements in 2015/16

**Target audience**

Visitors to the North West staying in hotels / B&Bs / caravan sites

Visitors to the North West going to the beach and local attractions

Local communities living in coastal areas who want to look after the beach

Local people interested in the environment and getting involved in volunteering

**Tone and style**

Relaxed

Friendly

Happy / proud of beaches

Easy going ways to look after beaches – people make it look easy

Make people want to be a part of the solution

Multi-cultural

Local people

Colourful, summery, informal

**Pace** – relaxed, sliding from message to message

**Voices** – simple language, funny, relaxed, clear message – you and me rather than authoritative. Anyone can do this – not too young or old to love the beach.

**Music** – nothing too grand or classical or funky / young. Think holidays and beaches but modern. Will need to be royalty free music.

**Animation** – we have illustrations for each message that could be animated depending on cost to add interest

**Titles / text** – should use the LOVEmyBEACH fonts and informal style

**Infographics** – may be provided if they fit with the film to add interest and facts to support the messages

**Branding** – please follow the LOVEmyBEACH branding – this will be provided by the LOVEmyBEACH team

**Locations and messages**

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| 1. Message: introduction

**Where:** a North West beach (Cumbria?) – shot of words in the sand “What is LOVEmyBEACH?” **How:** titles – “The North West has over 30 beaches designated for swimming. They’re cleaner than ever thanks to everyone looking after them. Here’s how you can LOVEmyBEACH…”  |
| 1. Message: come on a beach clean

**Where:** Blackpool beach footage of army officers in LOVEmyBEACH t-shirts on a beach clean in September. Pan to pic of actual volunteer group**Titles:** “Wehave an army [shot above with arrow saying ‘actual army’] of volunteers [pan to shot of beach clean group arrow saying ‘LOVEmyBEACH army] **Who:** volunteer saying “We regularly clean the beach and you can too. Just turn up or start your own group. I love my beach” |
| 1. Message: bin or take litter home with you as food waste especially, don’t feed the birds

**Where:** xxx beach**Who:** local children on the beach putting food rubbish in the bin saying “we put our picnic litter in the bin or take it home. We don’t feed the birds so they won’t poo in the sea. Yuk! We love my beach” |
| 1. Dog – please pick up after your dog as their poo affects the water quality and spoils the enjoyment for other beach users

**Where:** Dog grooming salon, Sefton |
| 1. Message – put cooled kitchen fats in the bin, not down the sink.

**Where:** Hotel, Morecambe**Who:** |
| 1. Message – only flush the 3Ps pee poo paper – put everything else in the bin.

**Where:** Blackpool prom**Who:** Viva Blackpool showgirls with make-up wipes?  |

**Technology**

To be shot landscape in full HD to be suitable for digital channels

Main film – max 3 minutes

Shorts – main film possible to separate into max 30 seconds of film for each message to have intro and sign off possibly added.

The main film and shorts will be uploaded to YouTube and shared across social media, newsletters. We want businesses (hotels / B&Bs / tourist attractions) and organisations (marketing agencies, councils) to embed the video on their own websites but so we can track views.

We would like as many people as possible to share the video, starting with those starring in it! We have a network for stakeholders we can ask to embed the film and share on social media, as well as good following on our own feeds.

**What you’ll do**

* Provide a quote based on the information in this brief, including links to films of a similar nature
* Advise where the brief / film can be improved to make sure we achieve our objectives
* Film the messages on location as discussed and agreed, in a format that complies with the technical spec
* Ensure voice clips are clear and easy to understand
* Includes titles and animation where appropriate to bring the story alive
* Source royalty free music for the video
* Cut into separate shorter videos for each message
* Have insurance for all location shoots
* Ensure everyone featured has completed a consent form for the filming

**What we’ll do**

* Arrange for locations / people to feature in the video
* Obtain permission to film at locations from councils / businesses
* Provide feedback in a timely and efficient manner
* Attend location shoots wherever possible
* Provide artwork and brand guidelines as required

**Timescales**

* Quotes for work to be submitted by 31 August
* Discussion / clarification and decision by 4 September
* Location shooting to be completed by 30 September
* Editing and first draft by 9 October
* Amends by 16 October
* Final film and shorts approved ready for upload 23 October

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