Production Overview

I am going to make a six minute promotional video for the charity Move It. The video will promote the numerous benefits of regular exercise such as improved mental health and prevention of a number of terminal ailmants. I will make this video in an attempt to inform the population of the United Kingdom of the benefits that regular exercise will provide.

Target Audience Research

According to an artile in ‘The Telegraph’, young people in the UK rank as some of the least active in the world. For this reason, the target audience for my video will be young people, aged 7-16, because they are the ones who are considered to be in the need of the most urgent help. Despite the relativley broad age range, inactivity is an issue which faces young people of all ages and therefore it is important for them all to be informed. It is also important to adress this particular age range because this is the time in a young person’s life when they are in education and the benefits of exercise correlate directly with exam success, therefore it is important for them to be informed that exercise will allow them to be the best that they can during the stressful time.

Primary Research

I interviewed two sixteen year old male students from the South East of England about their exercise habits in an attempt to identify the main reasons that not as many young people are exercising regularly, this is what they said: I began by asking how often they both exercised; they told me that they both exercise in the gym twice a week and one of them told me that as well as the gym, he also tried to go on a walk for an hour every day. Other than that, they said they did not exercise for a focused period of time during the rest of the week. I then went on to ask them, in an ideal world, how often they would like to exercise. One of them told me that they would like to exercise every day and the other told me that idealy he would like to exercise four times a week.I went on to ask them what is stopping them from exercising regularly. One told me that they were unable to get to their gym because there was no available transport to get them there. The other told me that their ‘laziness’ is what is stopping them from regularly exercising. I then asked them whether they thought that if they exercised more regualrly, their general mood would improve. They both said that they thought that regular exercise would improve their general mood. I asked them whether they thought that they would enjoy being able to exercise more regularly and they both thought that they would definatley enjoy being able to exercise more regularly.

Finally, I asked them whether they would prefer to exercise in a group or alone. They both responded, sayinvg that they would definatley prefer to exercise in an enviroment with other people.

Secondary Research

https://www.telegraph.co.uk/news/2016/11/20/british-children-among-the-least-active-in-the-worldwith-exerci/

I refered to this article previously when I said that young people in the UK were some of the least active in the world. This fact came from this Telegraph article, titled “British Children [are] Among the Least Active in the World”. I used this statment, and the supporting evidence, to inform my descision regarding the target audience. The fact that ‘England and Wales were both scored D minue, the third worst grade in the rankings, while Scotland was joint worst, with a grade of F.’ These statistics were provided by ‘a global alliance of health experts’ which suggests that not only is it a realiable source with regards to medical information and assesments but also the fact that it is a ‘global alliance’ suggests that it is not biased, suggesting the accuracy of the assesments.

The article also contains information from ‘The International Congress on Physical Health and Public Activity’ which states that 15% of girls aged 11-15 in England manage one hour of moderate intensity physical activity per day, which is what is reccomended by the government. It also says that only 22% of boys the same age group, manage the same.

https://www.youtube.com/watch?v=BHY0FxzoKZE

This video contained many of the benefits of regular exercise. The speaker, Wendy Suzuki, explain

that regular exercise can strengthen the part of the brain which imporves memory, mood and reduces the risk of incurable diseases such as Alzheimer’s disease. Suzuki also tells a personal story about how she began to exerise regualrly and the explained how increidble the effects that it was having on her were. She became more focused and happy. She also gained more friends, as before she had been a solitary person. She explained that the motiviation for her regular exercise was a river-rafting trip; she explained that she was the weekest person there.

Ethos and Reputation of the Client

Some people find the subject of personal fitness to be sensetive and personal. This is why it is essential for us to inform people of the dangers of inactivities and the benefits of regular exercise in a sensetive way without loosing the fundamental message, which is so key to the campaign.

Themes or Subjects that the Client Wishes to Explore

The subject that the client wishes to explore is the benefits of regular exersie. They also want to inform people of the benefits that regular exercise will have on the whole of the UK, £61 Billion is spent on obesity per year by the NHS.

What or Who the Client Wishes to Target

The target audience are young people, aged 7-16. Move It want to target this particular age bracket because they have a tremendous influence on the rest of the population. If someone’s child begins to regularly, this might inspire the rest of the family to regularly exercise, a family who exercises together also has a stronger famillial bond.

Geographical and Demographical Opportunities

Statistics show that, on average, people who live in the North of England exercise less regularly than those who live in the South. Based on this information, targeting the people who live in the North of England would be more impactful as those are the people who need to be urgently informed of the numerous benefits that regular exercise can have.

Restrictions on the Client

It is essential for the content in the video to be age appropriate for an audience of all ages as we are targeting a broad age bracket and it has to be accesable to them all. Despite the fact that there is not much which could relate to exercise which could be considered explicit, it is still an important factor to take into account.

Idea 1:

An animatied film. It is set in a trainyard. There are two superheroes, Mrs Fibular and Mr Tibular. They are both dressed in their superhero costumes. Mrs Fibular is very muscular and strong and Mr Tibular is less built but still toned. Mrs Fibular challenges Mr Tibular to a race, she says that she can do 100 lifts of an old train in the time that it would take for Mr Tibular to run all the way around the country. Mr Tibular accepts that challenge and sets off. They draw, Mr Tibular returning as Mrs Fibular finishes her final lift. They spot some people robbing a bank and they decide to help out. The robbers are all out of shape and sluvenly. The two superheroes stop the robbers, explaining to them the benefits of regular exercise.

Idea 2:

A race between four different people where they encounter various obsticles which are trying to get them to succum to an unhealthy lifestyle, they all smash through the obsticles and finish the race at the same time.

Idea 3:

Global celebrity and comdeian, Ricky Gervais explains the process and benefits of his weightloss transformation.

How these ideas will measure against the client’s criteria

These ideas all have content which is relevant to the target audience and would entertain all ages and demographics.

Final Idea

I chose Idea 1 as my final idea as I felt that it was the most developed and the one with the most potential and entertainment factor. I also felt that the theme of superheroes would very much resignate with today’s youth because supeheroes are currently very popular.

Development for my final idea and Justification for Development

I think that adding some subtle humour, targeted at older audeices, would be beneficial because the video in its current state might come across as a bit childish. We would have to be very careful to insure that the humour is very subtle so only the older audiences would understanding as we have the client’s reputation to consider. This development is absolutley nessescary to hold the attention of the older audiences which we are also targeting.