**Production Overview** – Using a small budget, I will be creating a 6-minute promotional video for Move-It, a not-for-porfit campaign which has intentions to promote a healthier lifestyle for the people of the United Kingdom which can benefit themselves and for the world/people around them. With an end goal of relieveing stress off of the NHS and other medical organisations, the video will help raise awareness about how people should be participating in regular exercise and dieting and will reach across to its audience in an empathetic and inclusive way to both address those who may lack confidence or motivation to take up these lifestyle changes and to not single out any person, no matter what their lifestyle or body is. By targeting the whole of the UK, Move-It hopes to strike a change in people’s lives by starting at the root cause of the problem, whether it is if you yourself lack any motivation to put some work in to make yourself healthier or if you may suffer from some mental health issues which are forcing you to not get active, like social anxiety.

**Target Audience Research** – Move-It want to target the video towards the whole population of the UK, however I have decided to focus the videos release among a certain demographic of the UK as it is here tat I believe more people will see it, but some people will not be excluded from being able to watch the video. The target audience for this video will be the younger generation, mainly sttered towards teenagers who are in college or attending University or young adults. I have decided to aim the video at this group because it is in that time in someones life when people are most oblivious about the choices they are making and about whether they are living a healthy lifestyle, and as their bodies are changing, they might come to realise that what they are doing to it will have lasting effects on them, most not good. It will also be important to be inclusive, as this age demographic tends to be very self-conscious about the way they look and live, mainly due to the influx of social media and seeing people live the “perfect-lives” and setting innapropriate standards for both genders. But this generation is also very impressionable, so we hope that with our video it will help them change or improve their lifestyle choices in terms of exercise and food/calorie instake. Recent studies have shown that 80 per cent of people are not having their recommended daily intake of vegetables and that 52 per cent of people are not eating the daily recommened amount of fruit. Food is important when trying to lose weight as it is a key benefactor in dieting, so eating the wrong foods whilst trying to change your lifestyle can pose as a risk to all of your work. With our video, we hope to make a change for the better with these numbers, hoping to increase them. By increasing these numbers, we hope to leave a mark on these people’s lives which we hope they can continue on into later life. Due to these statistics we will be revolving the video around exercise and the benefits of healthy eating along with exercise, and how the two can work together to make you live a healthier life.

**Primary Research** – I interviewed two different people from different backgrounds/lifestyles in the UK, I will be making my promotional video themed around the feedback that I received from them about the questions I had asked, one of the participants was a male and the other was a female, which is good as I get to gather infomation from both genders on how they act. From the information I gathered, I learnt that these people fitted within the 16-22 age demographic, so from this information I will be targeting the video mainly towards the younger adult group, as well as the whole population. Both participants agreed that they do not live healthy lifestyles, or live as healthily as they should, which goes to show that people aren’t paying enough attention as they should, and with both coming from different social backgrounds, it proves that this problem is common throughout different social classes so it isn’t an isolated problem or minority. Along with that, both responded saying that at most they did two days of exercise a week, whereas the average is four. When I asked them if they both went over the daily recommended amount of calories it was a mixed response. For men, the dail reccomended amount of calories is 2500, a lot more than it is for women, which is 2000. The female said yes, the male said no. When I asked if the one saying yes ever binge eats, they confirmed that they do, showing the type of eating ethics people have, which goes to show that it could possibly be one of the reasons why the UK is not as healthy as it should be. Both believe that exercise was an important factor in our lives. From this information we can gather that people don’t consider these as problematic, which could be bad. They also don’t care about what they could be doing to themselves. Coming from this I know that both genders struggle with trying to get healthy, so my video should be targeted to all gender demographics as it isn’t a one sided problem. We also need to get the message through that the younger generation should be taking more care for themselves as it is evident that they do not.

**Secondary Research** – <https://www.standard.co.uk/lifestyle/health/1-in-5-brits-dont-exercise-at-all-survey-reports-a3489461.html>

This website provided information from a survey taken about the amount of people that exercise in the UK alone. This website was very interesting as it provided me with information that I did not know about previously, which in some ways I can try to portray in my video, whether it is on the screen appearing as facts or being represented visually. In the article, it gave statistics detailing as to why some people might refuse to exercise, with some of the types of excuses they give, the website states: “The top three reasons for putting off exercise? Not having the time (33 percent), feeling tired (32 percent) and cold weather (28 percent).” This is key information as we can use this in the film to target those that make such excuses, and through this we can work around it to make them change their opinions on the matter This type of infomation just goes to show that a lot of nthe population is not putting in enough effort and that, in some cases, are too lazy to be bothered to get up and make a move. I will possibly be using these statistics and will directly ask my audience members these questions. The direct address to the viewer will engage their attention more and can make them question whether they are living a healthy lifestyle, which is what we want them to do. The survey also states that 1 in 5 people don’t exercise, which goes to show how important a video like this will be. With the population of the UK averaging at around 60 million, that is a large demopraphic of 12 million that are not getting active. Using these statistics, we hope to influence the viewer, and possibly guilt trip them into wanting to do better by questioning their ethics and current lifestyles.

<https://www.nhs.uk/live-well/exercise/exercise-health-benefits/>

This page, which I got directly from the NHS website was very useful as it provided you infomation detailing the effects that not having regular exercise can have on the human body. In the article, it gives a list of different problems and diseases that you could suffer from if you don’t follow a healthy lifestyle, listing both physical and mental benefactors. On the website, it states that you are at risk of: “a 30% lower risk of early death”. This is very impactful information, I will be using this statistic in my film as it is very hard hitting as nobody wants to die, so including information like this can make the viewer worried about whether they will have a full long life, and knowing that if they change their lifestyles they will have a 30 per cent added longer life does hit home, as that 30 per cent could be mean you don’t miss out on important events or experiences. I think making viewers aware of the risks you are putting yourself into will be very effective and will make them reconsider the way they are acting, which is what Move-It wants. I think it is important if we use information from the NHS, as the aim of this video is to try to relieve stress off of the NHS and other medical organisations as well as getting people fit. Lastly, the article also talks about excuses being the “silent killers” which I will include in my film as I really like the idea of personifying people’s lack of motivations, and by calling it a killer can strike a chord with viewers. We know that excuses is a huge problem amongst people due to the research gathered from the previous article.

**The Purpose of the Comission –** The purpose of the video is to raise awareness about healthy lifestyles int he UK by encouraging the target audience (everyone, but specifically the 16-22 age demogrpahic) to exercise more. This is being accomplished in the form of s six minute long promotional video which will include statistics and motivational techniques to help encourage viewers to make a change for themselves. I think including things like personal stories and facts will be good as it gives the audience a chance to relate to what they are watching. We plan to advertise it evetywhere, but specifically online on social media platforms such as Instagram, Facebook or Snapchat and inside gyms as it is these places where the 16-22 demographic will most likely see them. The wider the release, the better.

**Ethos and Reputation of the Client** – The video will be represented by Move It, a not-for-profit organisation based in the UK which is trying to promote healthy lifestyles. The organisation wants to make a change in the way the population of the UK acting and to try and help alleviate the stress from the NHS and other mental health/medical organisations that unhealthy people are causing. It is funded by the sport and fitness industry; thus, it will encourage more people to sign up to places such as gyms, and a result from this is that the industry will grow and will create a better image for itself and overall a better image for a healthier Britain.

**Themes of Subject Client Wishes to Explore –** Move-It wants to make the UK healthier, by doing this they want to try to encourage the population to adopt healthier lifestyles in order to live a longer life. The client wishes to boost motvation in the people and to give people a chance to try and improve their own lives through their confidence levels in themselves. We want to break down the barriers that are preventing people from going out and making a change for the better, whether it is problems they are facing based off of their body image, physical disabilities, mental disabilties and lack of motivation.

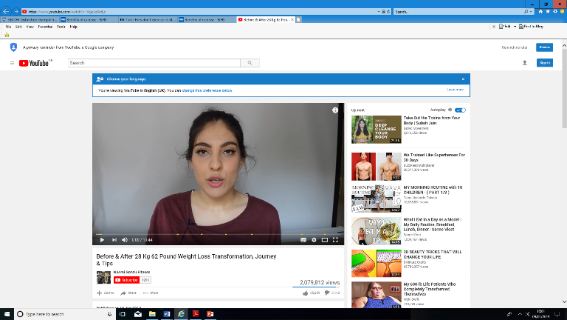
**Messages the Client Wishes You to Communicate** – The message that Move-It wants to show is that switching up your lifestyles and exercising more can have huge and impactful benefit on yourself. They also want to show that this process can be fun and that it won’t be a pressuring burden on you. The promotional video will help show the target audience how this has changed certain people’s lives (for the better) and to give viewers more options and opportunities to make their lives healthier in ways that they may have previously not thought of.

**Who or What the Client are Targeting (Impact)** – The client is trying to target the entire population of the UK, which we are doing but we are also focusing specifically on the younger generation as it is in this period of peoples lives that people are least aware about the lifestyle choices they are making and the long term affects it has on them. It will also show them some of the changes they will need to make in order to live a fuller future. Tackling a problem like this early will be more effective, as if you leave it too late there things will be much harder, whereas if these people begin to have healthier lifestyles now they will most likely keep up with it and encourage it among others such as friends or their own family.

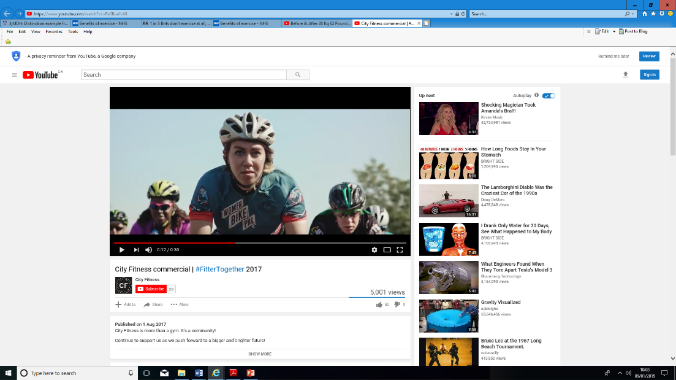
**Geographical and Demographical Opportunities** – The video will be shown across the whole of the UK due to Move-It wanting to target the population as they want this change to be a widespread solution instead of focusing on one area or group. From our research we know that we want to target the 16-22 age demographic, so we will promote the video across multiple social media platforms such as Youtube, Facebook and Twitter etc... We will be showing it online and in gyms most of the time as it is where you can find this demographic the most. We can get permission to show it in gyms as the video is funded by the sports industry.

**Restrictions on the Client** - The content in the video must meet the Move-It regulations for what they want and must include themes that do not break any sort of laws. As it is being shown on social media it can be seen by even younger viewers, so it must show age appropriate content and comply with rules and regulations of outlets such as YouTube or Snapchat. The video can even be played in cinemas before movies, in this case we will need to have a BBFC rating which would have to be a U (for Universal) so all audience goers can watch it.

**Competitors within the Same Industry and their Products -** <https://www.youtube.com/watch?v=XnjcEcBo6jo>

This video was extremely helpful in my research as it gave me a look into the effects that changing your lifestyle and exercising more can have on your body in a period of time on an individual. In the video we see a woman detailing the problems she had on her weight loss journey regarding her weight and confidence. The video is very inspiring, and I think is the type of thing we need to include in our promotional film. Having a role model to look up to can make the journey and decision easier for some people due to not seeing many people represented in this fashion in the media. It can also be very inspirational to others and motivate them to go out and do the same thing. The woman talks about going to the gym, and the alterations she made to her diet which helped her. She talks about going vegan, which is both healthy for herself and good for environmental factors. She shows different types of food, offering healthier meal options. She has alos provided us with images of herself throughout the weight loss journey and you can see how much she is losing and how shocking it is in such a short period of time. It also gives an insight on how the human mind feels in these situations, as she talks about self-doubt, her own personal struggles and how she has tried to mentally and physically overcome these. A lot of people in the target audience age demographic do struggle with the way their body looks, feels, and sometimes people punish themselves for not trying hard enough. Bringing realistic factors to the video is important as people are most likewly to hear about it from a normal everyday person from, let’s say, a celebrity. I will definitely use some ideas represented here in my video.

<https://www.youtube.com/watch?v=vRe5BuefvX8>

This video has been made by a gym from a city to try and encourage people in the area to join their fitness program. They promote it as a friendly environment, almost like a family, which is good as people who are new to areas such as dieting or exercise may require some support, especially if they lack the confidence in themselves. The advert is very precise and shows clear images of friendship, giving off the idea that you are not alone in these situations. This video shows the friendly atmosphere/mood which I want to make apparent in my own video as it makes things more encouraging. It also shows off a wide range of different ways to exercise, including different gym equipment and sporting events such as swimming or running that you can get involved with. Overall it promotes a friendly atmosphere, which is especially important in situations such as these. It also shows a fun side to this process and it shows different styles of working out methods, which I will use in my video to make it clear that exercise is not subjective to just running.

**Idea 1 –** The first idea revolves around a one-to-one conversation between the viewer and an everyday person who appears in the video, meaning that the audience is more likely to relate to them if they can make connections. The person in the video, who has drastically changed their lifestyle and has shown amazing improvements, will be telling their story. An example of a story being told is of someone who may have been bullied through their childhood for being obese, and that from this their mental health deteriorated and became anti-social, almost feeling like they had become an outcast to society. Then they talk about their change in their lifestyle, and we will see different images, comparisons, tips and alternative food recipes appear on the screen as they talk, showing more options to viewers on what sort of things they can do and eat when living a healthier lifestyle, it is very reasuring as it shows that not all food is just vegetables, and can motivate these people to try these things out which is what Move-It wants. The speaker will then talk about how good the changes have been for them and how they think that more people should be encouraged to try and lose weight, or even change their lifestyles for the best. The video will then end on an inspirational quote, “The way to get started is to quit talking and start doing,” – Walt Disney. At this point the screen will cut to black and the video will finish. Including a quote from Walt Disney I think is a cool idea as a lot of people love or enjoy Disney, whch can also bring in that demographic of Disney fans.

**Idea 2 -** The second idea will show a woman running beginning her run up a hill. With the first step a non-diegetic song begins to play, talking about believing in yourself and encouraging you to take acttion, it will be paralell to what is being shown on screen. As the woman begins to go up we overlay the video with flashbacks of her beginning her journey of trying to get healthier. At some point we see her slip up in the past, possibly binging on bad foods or almost giving up, as this happsn she begins to slow down running up the will, almost giving up. Showing that she is determined and motivated. The clips shown as she runs become better, more positive, her lifestyle has changed, and she looks at a mirror and sees a thinner version of herself. Some other clips that might be shown is her throwing away all her junk food, resisting the temptations of eating unhealthily, going along with friends to local dance classes. Over the top of all of this is a motivational song about trying to push hard to accomplish your goals. The song will then finish as she reaches the top and all sound is diegetic, and then she continues, coming out a better person from the “climb”. The hill stands in as a metpahor for herself, and overall it shows her defeating her biggest enemy – herself.

**Idea 3 -** This idea is different to the others, as the others talk about the process of trying to lose weight and to live healthy, whilst also detailing the bad events that occur along the way. This idea instead is going to be showing the communial feeling that having a workout group has and the positive affects it has on the people, much like the video from the competitor about the local gym. In the video we do talk to real people, once again using direct address to the audience, here they then talk about how coming together as a group and working as a team has helped them achieve their goals more easily and to get fit and healthy. We can talk to a running team, a local dance/fitness class, as yoga group, a swimming group etc… the aim of this idea is to get across the viewer that being healthy is not all about trying to break a sweat and eating better foods, but it is also about the teamwork that helps get you to where you are. It is better in these situations to portray real life people instead of those who appear in social media as people can relate to them more.

**How these ideas will Measure against the Client’s Criteria -** It fits the clients brief as they are wanting to try to encourage people in the UK to live healthier lifestyles, and I think my ideas are very encouraging so if someone were to watch it, they would be inspired to do so. There are clear distinct themes across all of my ideas, the first and last will be about real-life people who either have gone through this process or are beginning it, whereas the second idea is portrayed through actors and most of the infomation is shown visually, which means we can be more creative with it. It will also fit inside the 6 minute time slot as we have enough content in the idea to reach that mark.

**The Final Idea -** The idea I will be choosing is idea number 2. The reason that I think this idea is much better than the others is because it tells a story, meaning we have creative control over what we show and means that we can be as imaginitive with it as we want. Of course, this idea requires actors, whereas the other two wouldn’t but it is better because the other two require research, trying to find people who would be open to do it out of their spare time and organising these events to film them. It would take up more time than we would like. I think it also touches all aspects of trying to be healthy, as it shows different types of dieting, exercising and overall just how to be more positive during these times.The types of images it shows are very realistic also, I would know, being someone who has gone through this process so I could also share some personal experiences through this video. Allowing the video to be how it is means that we can also produce it in a shorter amount of time which is very cost-efficient.

**Developments to the final Idea** - I like how I included a message at the end of the first idea so Iam going to use that at the end of this idea also which means we can try to make is as direct as possible towards the viewer and really try to hit it home. The video will cut to black at the end, and the following message will appear on screen: “To achieve your goals, you must first overcome yourself. You are what is stopping you, to make a change, you must change.” It is commonly known that one of the reasons that people don’t try to exercise more is due to their lack of motivation, so I really want to end the video on a note that can make the audience members question whether they are doing enough for themselves. I chose to make up the message instead of using the Walt Disney one as I thought that I am getting the point across more.

**Justification for these developments -** I think that if the viewer is left on a more powerful message, they would become more motivated and encouraged to change their lifestyle as it is being directed to them personally, so it would spark more of a reaction, which is what Move-It wants, to make the audience members to reconsider their lifestyles to see if they are living healthily.