

## *Beat the Brief Challenge*

*Brought to you by Studio 91 Media for the Digital Her and Digital Futures programme*

### **Studio 91 Media Overview:**

Studio 91 is a social video agency, based in Manchester, working all over the UK for clients of all shapes and sizes. The team of Ben and Ellie Horrigan create social videos with purpose, developing ideas, shooting, directing, editing and creating bespoke graphics delivering digital content for businesses, charities and broadcasting companies like the BBC.

Find out more at:

<https://www.studio91media.co.uk/>

Twitter: [@Studio91Media](https://twitter.com/Studio91Media)

### **Studio 91 Media - Beat the Brief Challenge Overview:**

Studio 91 is challenging you to produce a short video as part of a media campaign. All you need is a camera or a mobile phone which can record a video.

Use whatever space you have at home - anything goes as long as you stay safe and follow social distancing rules.

You'll watch a quick vid from Ben, the main man at Studio 91, who'll talk you through the challenge. You'll then choose from one of four briefs, each focused on a different social media platform.

You'll submit your finished video to Digital Her and Ben will select a winner. As well as the glory of featuring on Studio 91's and Digital Her's social media platforms, there's a prize too...

**Challenge deadline: 8th July**

**Winner announced: 15th July**

**Send finished video entries to:**

[digitalher@manchesterdigital.com](mailto:digitalher@manchesterdigital.com)

Tag us in any progress on our [@digital her](https://www.instagram.com/digitalher) instagram account and we'll feature you on our page :)

#### **Prizes:**

- Your video featured on both Studio91's and Manchester Digital's website
- Video editing gadget
- 1:1 Editing tutorial from industry expert Ben

**Who can enter:**

Open to all 12-18 years old

**What you'll need:**

Challenge pack - found at: <https://digitalher.co.uk/online-resources/> scroll to find Studio 91 Media.

You can also download Adobe Spark Video editing tool. The app is available freely to download straight to mobile devices, and can also be used online on a desktop computer.

**In your challenge pack download you will find:**

1. *Studio 91: Beat the Brief skill session*
  2. *Studio 91: Beat the Briefs*
  3. *Studio 91: Beat the Brief storyboard template*
- Studio 91: Showreel*  
*Studio 91: Beat the Brief Glossary*  
*Studio 91: Beat the Brief Video Transcript*

**What to do:****Step 1**

Watch the *1. Studio 91: Meet the Beat skill session video*.

This includes an introduction to some of Studio 91 Media's work, an outline of the challenge, a step by step guide to editing on a simple mobile phone device.

A Transcript of the video is available in the pack: *Studio 91: Meet the Brief Video Transcript*  
The *Studio 91: Beat the Brief Glossary* will explain any terms you don't understand.

**Step 2**

If you want, download *Adobe Spark* on mobile devices. It is free to use. For more information see: <https://spark.adobe.com/>

**Step 3**

Read *2. Studio 91: Beat the Briefs* document and select the brief that takes your fancy.

**Step 4**

Get to work. Use 3. *Studio 91: Beat the Brief storyboard template* to plan your video. Make sure you follow these steps from Ben...

### **1. Research**

Before you jump into filming, I want you to do some research. Get online and find out what works well on that platform, what has been successful for this type of video content, and what similar brands are doing in that space. I've given you a few ideas to get started, but really spend some time figuring out what sort of approach is going to work best.

### **2. Brainstorm**

Come up with an idea that fits the brief and takes the research into account, but also has your own unique creative twist. Think about how you're going to grab people's attention while they're scrolling through the social media feed. If you've got time, think of a few different ideas and then refine the best one.

### **3. Storyboard**

Put your idea down on paper, either as a script or a storyboard. It doesn't need to look pretty, just a sense of what it's going to look like, with some text explaining each image.

### **4. Record**

Capture a few different angles, be creative with your phone's camera (e.g. does it have a slow-mo or timelapse mode you could use). Shoot more than you will actually need, so you've got options.

### **5. Edit**

Edit however you want, but my suggestion would be to use Adobe Spark.

### **Now what?**

Send your finished video and storyboard by 8th July to: [digitalher@manchesterdigital.com](mailto:digitalher@manchesterdigital.com)

Tag us showing us your progress and we'll feature you on our Digital Her Instagram page :)

Follow us at: [@digital\\_her](https://www.instagram.com/digital_her)

### **Finally:**

We'll be in touch! Winner announced: **15th July 2020**. Fame and fortune soon to follow...