

# CREATIVE CONTENT PLAN

**ORGANIZATION** | Fresh Water Whale Foundation

**START DATE** | 01/01/2017

**PROD. PACKAGE** | SILVER

**MONTHLY HRS** | 16

## CURRENT STATUS

Your organization currently holds an annual event at a local aquarium where you show the community and donors the incredible work you are doing to protect fresh water whales. At that event you show a video that has a few people talking about the importance of the work and it shows first hand the impact that your organization has. It's really helpful at raising funds at your event, but it's not having the same impact on your website and social media.

## CONTENT PLAN

We know that we're going to need 2-3 interviews and possibly as many as 3 testimonials for your event video, we'll call it Story Video 1. Your event is at the end of the year, and you encounter unique people throughout the year that you'd love to include in your annual video. We also know that we're going to want to get beautiful shots of your organization and the people who work there. All of this content will be captured piece by piece throughout the year and we'll spend time between shoots producing unique content for you to use on Facebook, Instagram, Twitter, Website, and of course your annual event. We'll also be launching a YouTube channel for your organization. We'll remain flexible throughout the year, working with you to seize as many opportunities as possible to make the content below as captivating and impactful as possible.

## CONTENT

6

PLATFORMS

12.4\*

VIDEO CONTENT

	Description	Theme	Platforms/Versions	Production	Delivery
Testimonial 1	Jerry the whale's story, told by a local marine biologist who was able to save Jerry's life after a broken heart almost caused Jerry to starve himself to death	The serious dangers of fresh water whale depression	Website - 1:30 Full Facebook - :30 Vers1.1 Twitter - :30 Vers1.2 Instagram - :10 Tease	January	February
Testimonial 2	A young girl describes her experience learning about fresh water whales for the first time.	Happy, hopeful, and inspirational	Website - 1:00 Full Facebook - :30 Vers1.1 Twitter - :30 Vers1.2 Instagram - :10 Tease	March	April
Testimonial 3	TBD	TBD	TBD	TBD	TBD
Promo 1	This short fundraising promo will emphasize the need to save the whales.	Act now to save a whale.	Facebook - :30 Vers1 Twitter - :30 Vers1.2 YouTube - :30 Ad	July	August
Promo 2	This short promo will encourage people to attend your event.	Don't miss the event!		September	September
Website	This video describes your organization and the work you do. It shows the marine biologists, children enjoying learning about the ecosystem, and a bright future for our whale friends.	Fresh water whales are worth saving too.	Website - 2:00 Full Facebook - :30 Vers1 Twitter - :30 Vers1.2 Instagram - :10 Tease	All Year	October
Story Video 1 (Event Video)	The deeply emotional video will tug at audiences heart strings as we show the struggles facing whales and the unbelievable work of marine biologists, doing all they can with limited resources to save the whales.	If we are going to live in a world with fresh water whales, everyone must help.	Event - 4:00 Full	All Year	November

\* the decimal place indicates the number of versions of each video

Note: Everything will be published to YouTube

For questions regarding your statement please contact:

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- This is an example of your Creative Content Plan. A lot of time goes into developing this short statement. For starters we go through a discovery phase where we learn about your organization and the various platforms you're using and how you're using them. From there we discuss your budget and how to maximize your return on investment based. We'll then recommend a Monthly Package and outline for how your creative hours will be used, the content we will be able to produce, and how that content will assist you across all of your platforms.

- The left column are the working titles for the content we will produce during your term (6 to 12 months). Each month we'll work with you to identify opportunities to capture interviews and the necessary b-roll to produce all of this content. **What makes the CCP so powerful is the ability to strategically use the same video in unique ways to produce a range of content, reducing cost and improving quality.**