



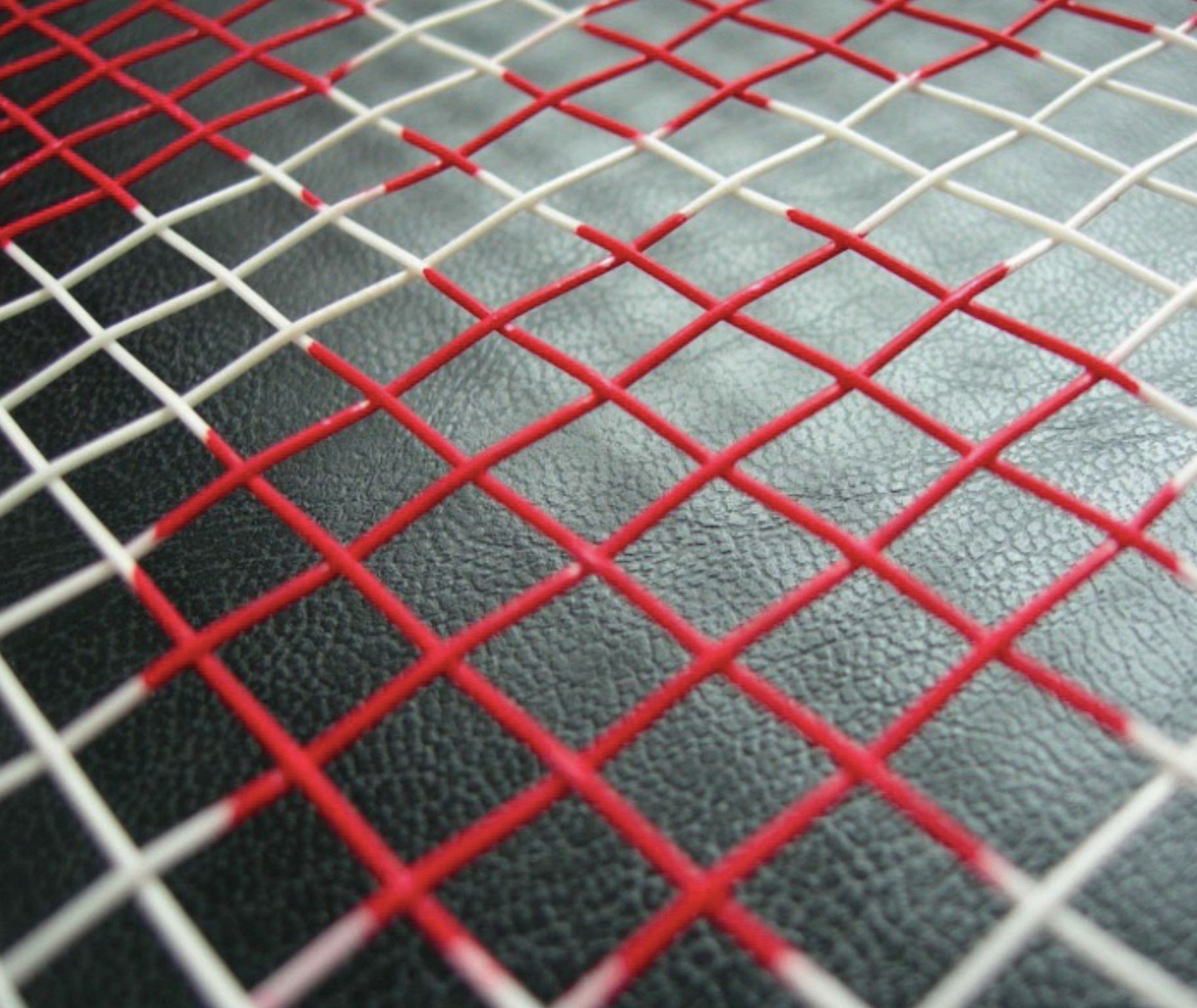
ULSTER
Badminton



ULSTER
Badminton



ULSTER
Badminton



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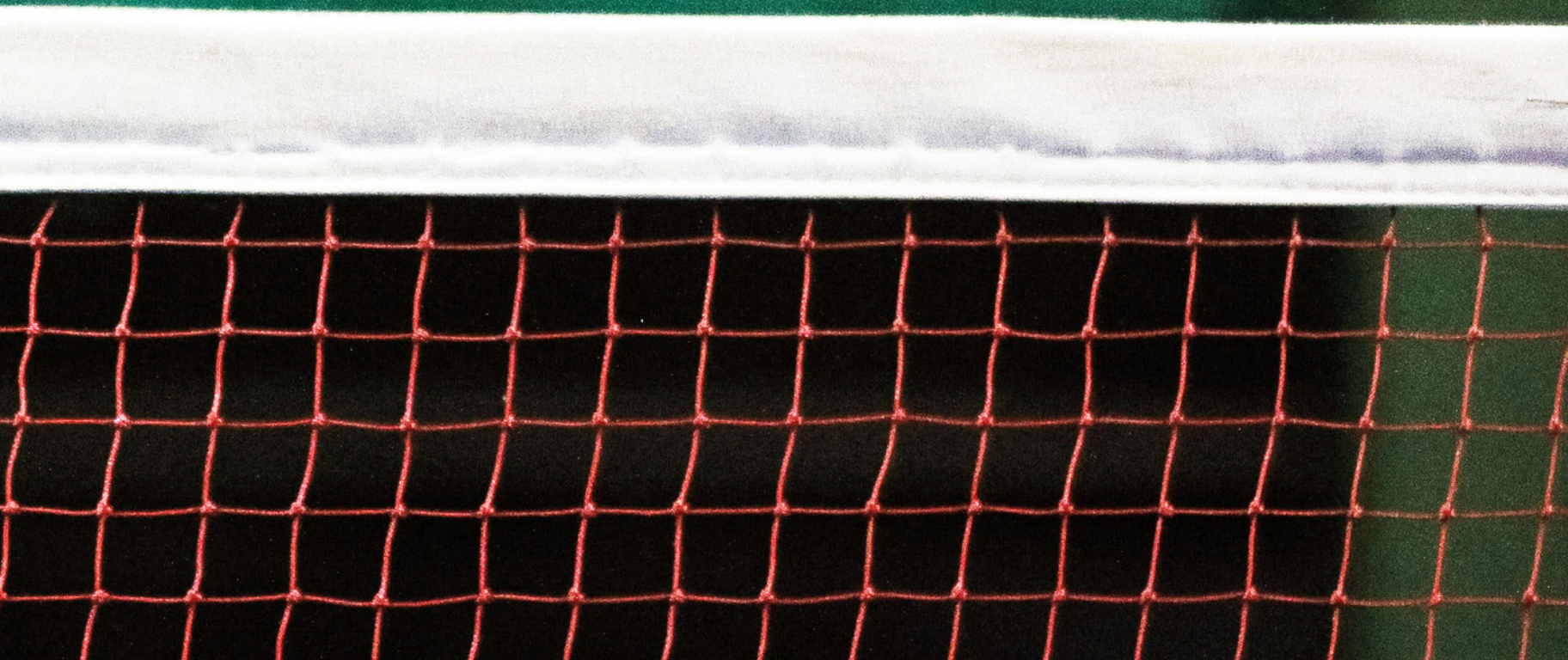
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PRE-PRODUCTION



Meeting with the client

The initial meeting with the client took place in the University of Ulster Coleraine, within the meeting the client presented the club, Ulster badminton, along with some facts and figures to give us an idea and feel to the club.

During the meeting the client was able to explain the focus zones of the project. A focus on two zones, these being greater Belfast along with the North coast. This is due to the North coast having coaching issues and so attracting participants within this area will increase the need and want for badminton coaches.

The goal of Ulster Badminton is to progress players to the UK and European championships.

To achieve these goals Ulster Badminton want to promote the clubs across Northern Ireland and recruit more players, especially junior/primary school players.



The brief

Ulster Badminton is an organisation that promotes Badminton as, both a competitive sport and hobby for all levels. The organisation uses several channels to reach out to schools and clubs through the Everybody Active Campaign, encouraging those within the programme to join their local clubs.

Ulster Badminton has been successful in Northern Ireland and across the international scene encouraging old and new players to work engage with Badminton. Some of the successes from Ulster Badminton include the UK, European championships and the recent Commonwealth Games.

Our main objective is to promote Ulster Badminton through Videos – School engagement, Shuttle Time courses and Junior clubs, Interviews of those within the sport, High quality photograph and an extensive Social media campaign to engage with the community more and collect more followers.

We intend to further their social media campaign by adding GIFs, snippets and character pro les to co-inside with UB Tips and the promotional videos. We propose to experiment with contemporary media content such as animated GIFs, video snippets, kinetic typography and character pro les to promote Ulster Badminton to the appropriate audience. We aim to build upon Ulster Badminton’s image, promote their work and encourage new members to join.

Production schedule

Task	Aim	Action	Finish
Scoping the project	Developing the brief after client meeting	researching into best practice and inspiration.	October
Project proposal	Decide what needs to be created/developed	round up ideas for final outcomes	October
Pitch	Present all potential ideas/outcomes to the client	Present , gather information regarding queries and limits. Must include storyboards, character profiles and GIF examples for client visualisation	November
			November
Production	All filming dates and locations organised	Confirm locations/clubs/times with client. Filming is essential in 3 locations	November
Editing	All editing, colour correcting and audio complete	Colour correction must be completed as Elmgrove footage is very yellow in tone. Music must be fast paced and reflective of the sport.	December
Final products	All assets complete for client	Complete all editing/production of assets for client. Allow time for reflection.	December

Tasks

Research

Storyboards

Social media campaign

Interview questions

Filming

Action photography

Editing

Colour correction

Creating GIFs

Character profiles



MADE IN THAILAND
SUPERIOR FLIGHT & DURABILITY
WELL-BALANCED PERFORMANCE
ACCURATE SPEED
ENHANCED DURABILITY
ALWAYS SHOOT WITH CONFIDENCE

MADE IN THAILAND
SUPERIOR FLIGHT & DURABILITY
WELL-BALANCED PERFORMANCE
ACCURATE SPEED
ENHANCED DURABILITY
ALWAYS SHOOT WITH CONFIDENCE



Best practice and inspiration

Asian badminton instagram

Instagram

asian badminton



asianbadminton

Follow



1,181 posts

7,548 followers

814 following

Badminton in Asia

📍 BWF World Tour Finals 🇨🇳

POSTS

TAGGED



@asianbadminton

	S	1	2	3
Shi Y. (Chn)	2	21	21	
Ginting A. S. (Ina)	0	8	19	



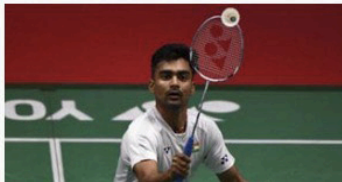
@asianbadminton

	S	1	2	3
Chen H. L./Wang Ch.	0	19	19	
Endo H./Watanabe Y.	2	21	21	



@asianbadminton

	S	1	2	3
Zheng S./Huang Y.	2	21	21	
Goh S. H./Lai S. J.	0	16	12	





BWF World Tour Finals 2018

@asianbadminton

S 1 2



Korea Masters 2018

@asianbadminton

S 1 2



Syed Modi International 2018

@asianbadminton

S 1 2



Syed Modi International 2018

@asianbadminton

S 1 2



Badminton Denmark instagram



badminton



badmintondenmark

Follow



1,747 posts

24.7k followers

145 following

Badminton Denmark

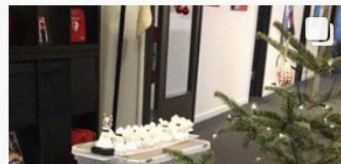
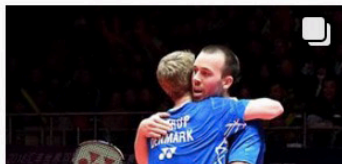
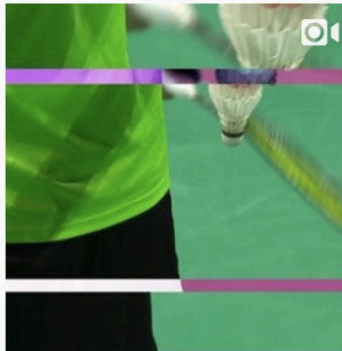
Danish Badminton Federation

Ticketsale for DANISA DENMARK OPEN 2018 presented by VICTOR 📺📌

bit.ly/2ImMe5Q

POSTS

TAGGED



Badminton Indonesia instagram

Instagram

badminton

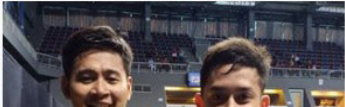


badminton.ina [Follow](#) [...](#)

6,867 posts 393k followers 158 following

Badminton Indonesia
Akun Instagram resmi Humas dan Media PP PBSI. Email : humas@pbsi.or.id
badmintonindonesia.org

POSTS IGTV TAGGED





www.badmintonindonesia.org

www.badmi

Best practice

Asian Badminton

Use of action shots

Close up shots

Showcases badminton as a fast paced and exciting sport

Displays the skills of professional players and their skills

Include both triumphs and near misses

Badminton Denmark

Use of action shots

Close up shots

Bright colours

Showcases badminton as a fast paced and exciting sport

Displays the professional players and their skills

Showcases younger players Positive representation of the sport

Badminton Indonesia

Use of action shots

Close up shots

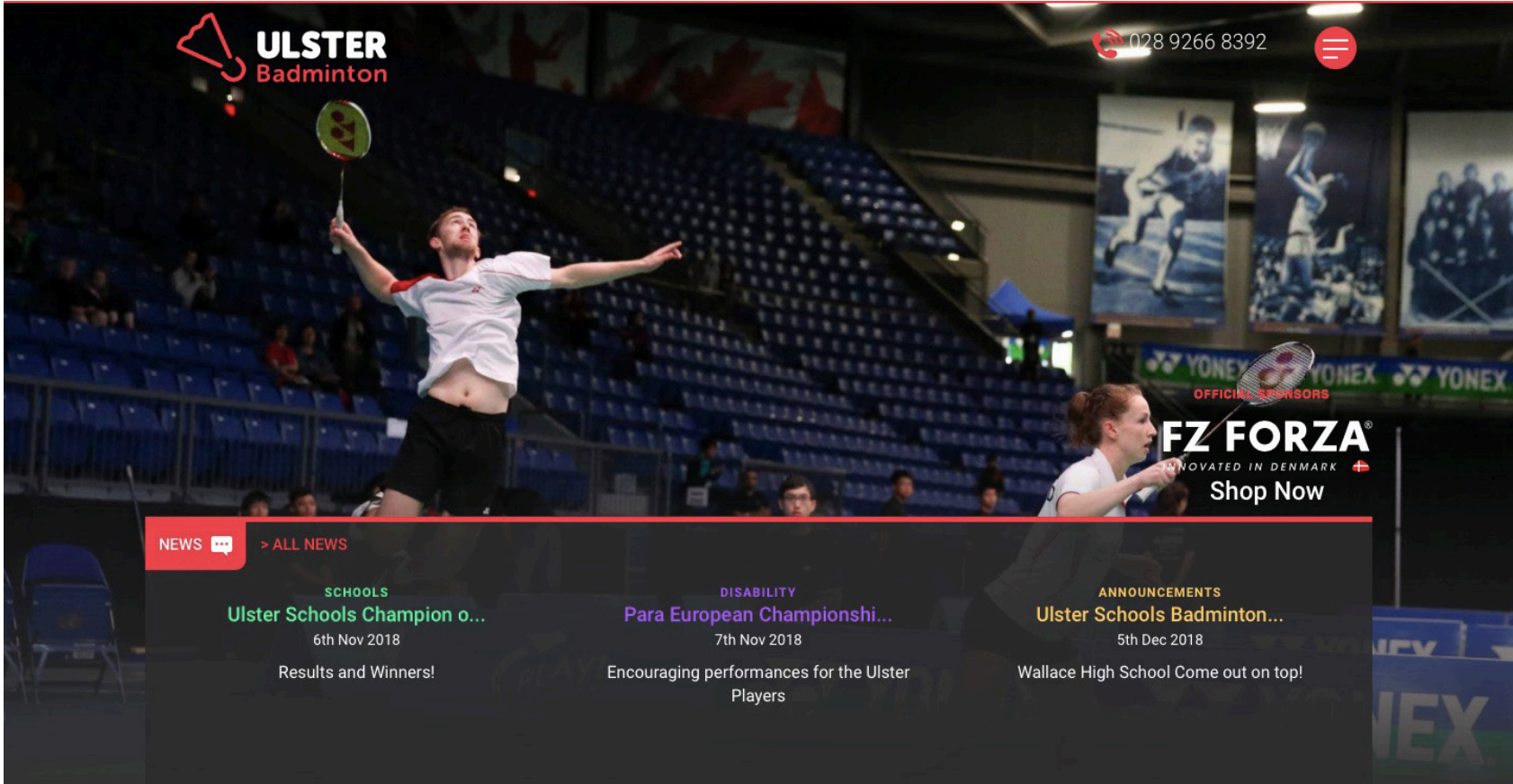
Bright colours

Include both triumphs and near misses

Character profile inspiration



Ulster badminton website



The team



Social media strategy

ABOUT US

The Ulster Branch Badminton Union of Ireland (UBBUI) consists of a group of committed volunteers and professional staff based at the National Badminton Centre in Lisburn.

UBBUI is responsible for managing badminton throughout the Ulster province, adopting an inclusive approach which caters for all players of all ages and abilities. It achieves this by supporting programmes in many different playing environments, including schools, clubs and bespoke performance training for more committed and ambitious players.

Background

CHALLENGES

1. The Profile of Badminton

Badminton faces stiff competition from other established sports who have greater **visibility, support, financial strategies** and overall **'kerb appeal'**.

Much of their success is down to **positive competitive role models** and promotion at grass roots through **schools** and **local clubs**. The use of competitors/former competitors as **sport ambassadors** helps promote the sport as a whole. These sports become a **magnet for sponsors** who are willing to pay a premium to be associated with them and this creates massive potential to **generate revenue**.

Current participation levels and Ulster Badminton's limited ability to **generate revenue** through **venue hire** and mass **coaching** have not helped create the stable base that is needed for **sustained growth**.

*In Ulster badminton is suffering from a severe **image crisis**.*

CHALLENGES

2. The low affiliated member numbers

Not everyone who plays belongs to a club or has the ambition to belong to one. Also, **not all clubs** affiliate all their members.

3. Members unaware of benefits

Membership is often **administrated by clubs** who affiliate their members as a matter of routine and **do not share** any communications with them. Ulster Badminton also **fail to communicate** with those members who are affiliated.

CHALLENGES

4. Clubs not registering all members

Some clubs include affiliation in their fees, but only register players who wish to **compete**.

5. Lack of sponsors/finance

Ulster Badminton needs to position itself as an attractive bedfellow for **partners** by harnessing the enthusiasm of those who already enjoy the sport and building an **active community**.

*Badminton
needs to get
back 'in vogue'
again to attract
more young
players*

CHALLENGES

6. Social media is a largely untapped resource and to meet the challenges, these numbers need to dramatically improve.

On **Facebook**, Ulster Badminton has 857 followers. On **Instagram** it has 129 followers. On **Twitter** the @UlsterBadders account has 406 followers.



In addition to the social media channels that are already established, **Youtube** should be added to the mix and would be the perfect platform to showcase the skills and physical aspects of badminton in Ulster, given that it is the second most searched website on the internet.



*New channels, such as **Snapchat** are targeted at a younger audience, but are costly to promote through and difficult to qualify at this stage.*

Social Media Goals 2018/19

GOALS

1. Raise the number of affiliated members & make more money

By encouraging club players to actively take advantage of and be **aware** of the full range of benefits they are **entitled** to.

By requesting that clubs who include affiliation as part of their fees, **register all players**, regardless of age, ability or desire to compete.

By requesting that **all clubs within the province of Ulster** (inc Cavan, Monaghan and Donegal), are affiliated to UB and not to another province (Leinster).

GOALS

2. Establish Ulster Badminton as a knowledge base

By **emphasising the different aspects** of the sport - physical training, tactical, technical (movement & shots), nutrition/recovery.

By providing **exposure** to international competition and **match results**.

By providing a platform for coaches and high performance players to **share their experience** and **knowledge**.

By providing **access to BUI resources** and inviting visiting experts to share their knowledge.

GOALS

3. Raise Profile of Badminton in Ulster

By growing **engagement** on social media channels.

By promoting the **health benefits** of badminton.

By **celebrating the success** of local athletes.

By engaging with a **younger audience** who have not chosen 'their' sport yet.

By making competitive play appear **accessible** and **aspirational**.

By increasing the quantity and frequency of **regional tournaments**.

By establishing a **presence in schools** with clear **signposting** to local clubs, coaching and competitions.

GOALS

4. Build a Badminton Community

Create a **family feel / tribe** by encouraging everyone involved to **share experiences on social media** - even beyond their sporting circles.

Encourage members to share their experiences eg. training, copying shots the pro's have done, competition atmosphere etc.

GOALS

5. Improve participation post school age

By positioning badminton as a viable **social fitness alternative** to 'joining the gym'.

By growing the number of **young adults** in clubs

By facilitating **mixed ability competitions** to encourage social participation.

GOALS

6. Attract team and tournament sponsors

By showing a **trend for growth** in the sport.

By **aligning with core values** - health benefits, active lifestyle, elite performance, community/cross-community.

By relating to shared profiles and demographics.

By creating **opportunities for sponsors** to become involved in membership benefit packages.

Ulster badminton Instagram

Instagram

ulster badde



ulsterbadders [Follow](#) [...](#)

160 posts 222 followers 455 following

Ulster Badminton
Managing Badminton in the province of Ulster.
Twitter- @ulsterbadders
Facebook- Ulster Badminton
#TheBadmintonProvince
www.ulsterbadminton.com



SCC

POSTS TAGGED





Why badminton?



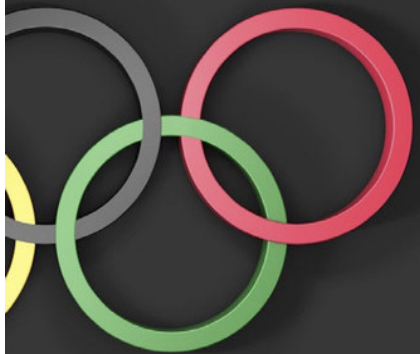
WHY BADMINTON?

67 MILLION PEOPLE watched the Womens Singles Final at the Rio Olympics 2016

220 MILLION

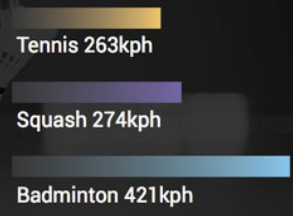
people play badminton, making it the **2nd MOST POPULAR SPORT** in the world!

Badminton is the only sport at the Olympic Games to have a **MALE/FEMALE PARTNERSHIP** event: Mixed doubles



FASTEST RACKET SPORT IN THE WORLD

Serving speed:



 /UlsterBadminton

- 62% increase in followers in the past 18 months
- Followers range from 32 different countries

IN IRELAND...

MORE THAN **100,000** people regularly play badminton



THERE ARE **480 clubs**



Over the last season, club memberships increased by **46%**



There is high gender equality
51% Men
49% Women





ULSTER
Badminton

SHUTTLE TIME



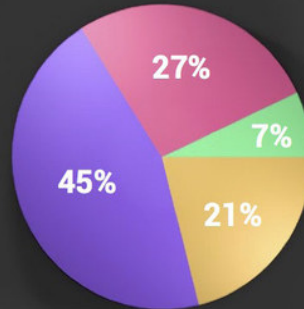
SHUTTLE TIME is a global schools badminton programme supporting the principle that children should lead a healthy and active life, both in and out of school.

In the first 12 months, Shuttle Time involved 50,000 children across 410 schools!

WHY AFFILIATE?

OUR MEMBERS SPLIT BETWEEN:

- 7% Primary
- 27% High School
- 45% Undergraduate
- 21% Postgraduate

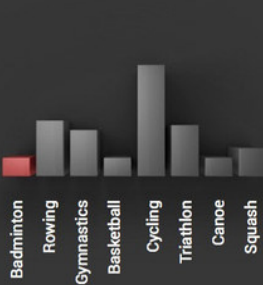


ETHICAL SPORT

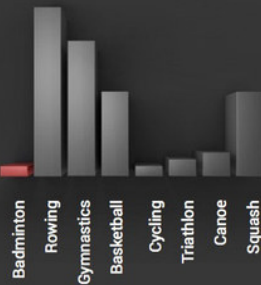
No cheating, just good sportsmanship

AFFORDABLE SPORT

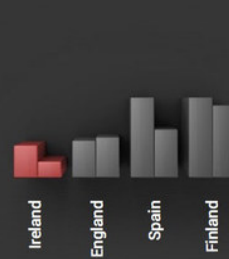
Membership Fees



Club Fees



Tournament Fees



Active members per age

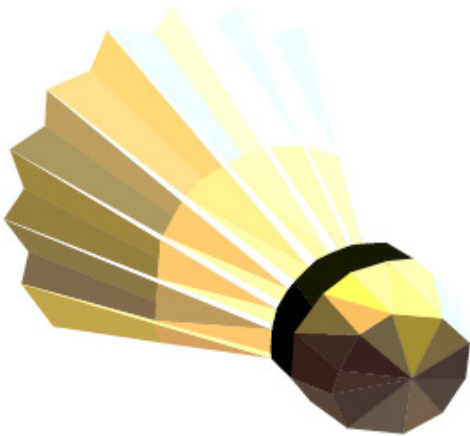


INCLUSIVE SPORT

Badminton is a **SPORT FOR LIFE**. It can be played by all ages and sectors of society, good for both physical and mental health



Why affiliate?



**THERE ARE
480
clubs**

Over the last
season, club
memberships
increased by
46%



MORE THAN
100,000

people
regularly
play badminton





There is high
gender equality

51% Men

49% Women



FASTEST RACKET SPORT IN THE WORLD

Serving speed:

Tennis 263kph

Squash 274kph

Badminton 421kph

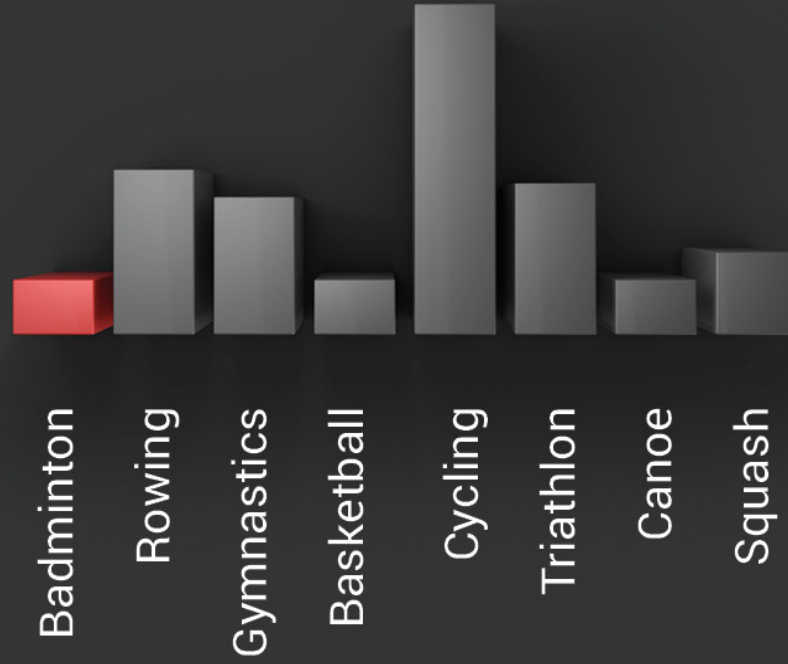
Active members per age

0 10 20 30 40 50 60 70

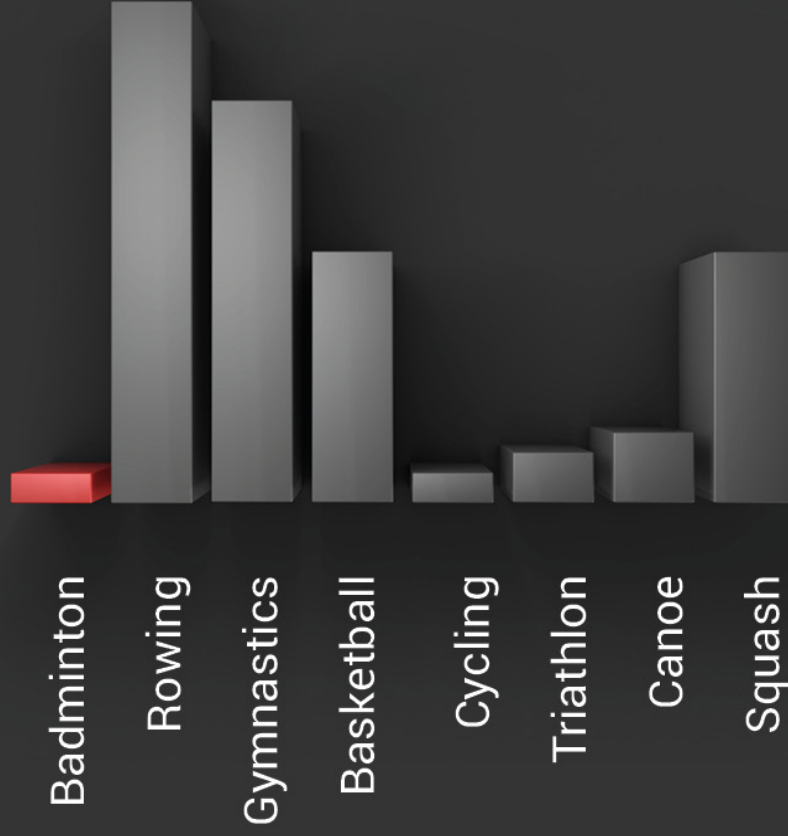
INCLUSIVE SPORT

Badminton is a **SPORT FOR LIFE**. It can be played by all ages and sectors of society, good for both physical and mental health

Membership Fees



Club Fees



Tournament Fees



FILMING





85

Shooting locations

Coleraine smashers

Coleraine leisure center

Elmgrove primary school

Connswater

Shuttletime course

Queens leisure center, Hollywood





Equipment

DSLR camera
Tripod
Microphone
Boompole
Lighting box

Coleraine Smashers

In order to capture juniour players during badminton training we attended a session on a saturday morning at Coleraine leisure center. The session lasted 1 hour in which the players were able to join in on group activities and follow along with demonstrations.



SMASHERS
CLERAINE







Shuttletime course

Attending a shuttle time course was essential to capture as shuttletime courses only run a few times during the year. The shuttletime course offers teachers and trainers to participate in a day long workshop in order to gain badminton skills.

These new skills learnt are used to the teachers' advantage as it allows them to teach badminton within their school.









IMG_1848.JPG



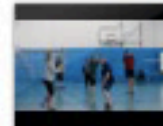
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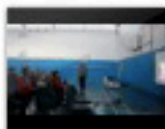
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IMG_1851.JPG



MVI_1786.MP4



MVI_1758.MP4



MVI_1759.MP4



MVI_1760.MP4



MVI_1761.MP4



MVI_1790.MP4



MVI_1762.MP4



MVI_1763.MP4



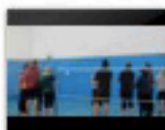
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MVI_1765.MP4



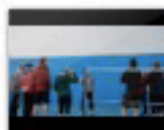
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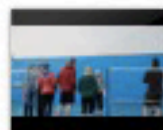
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MVI_1767.MP4



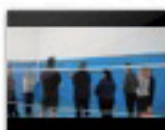
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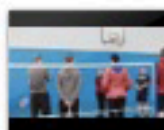
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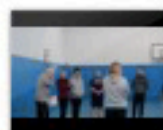
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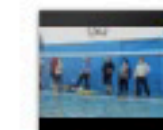
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MVI_1772.MP4



MVI_1773.MP4



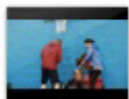
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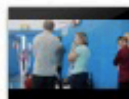
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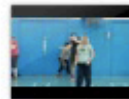
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MVI_1820.MP4



MVI_1821.MP4



MVI_1830.MP4



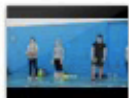
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MVI_1822.MP4



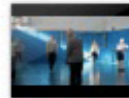
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MVI_1824.MP4



MVI_1825.MP4



MVI_1834.MP4



MVI_1835.MP4



MVI_1826.MP4



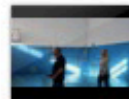
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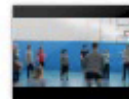
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MVI_1829.MP4



MVI_1838.MP4



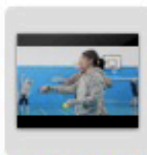
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MVI_1846.MP4



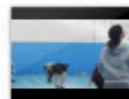
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MVI_1852.MP4



MVI_1853.MP4



MVI_1842.MP4



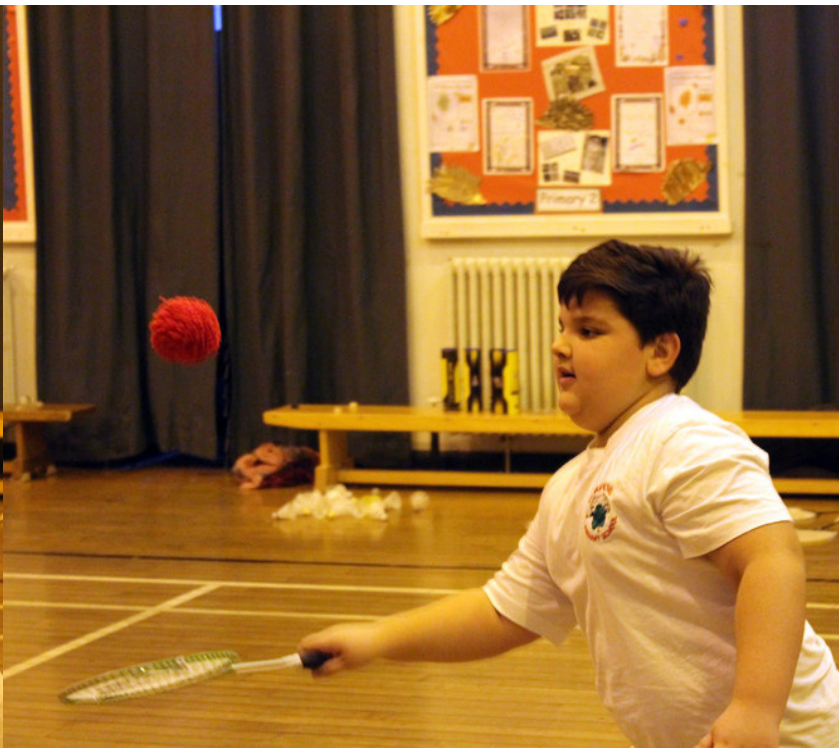
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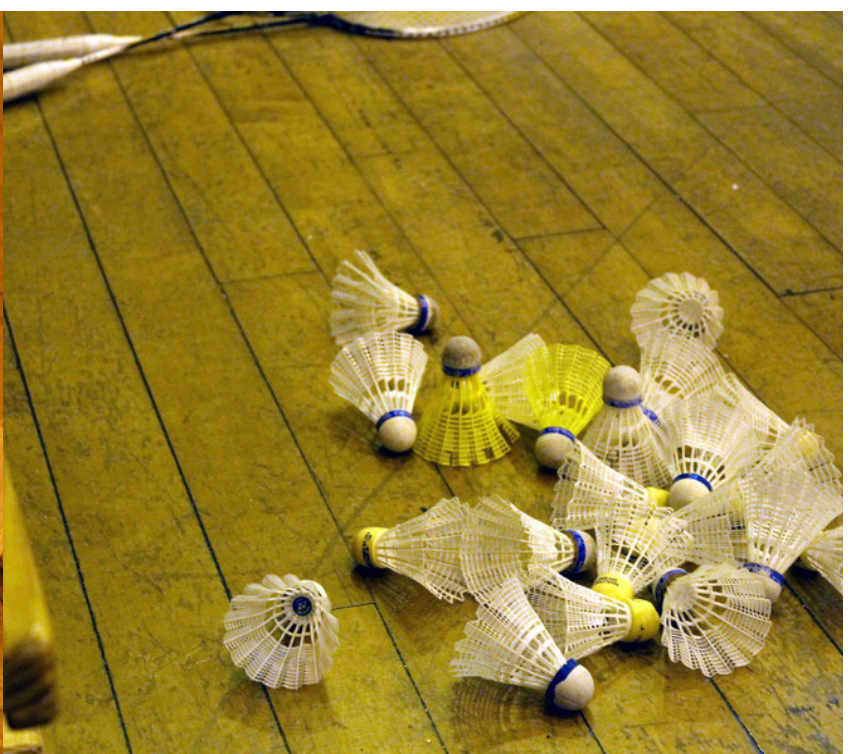
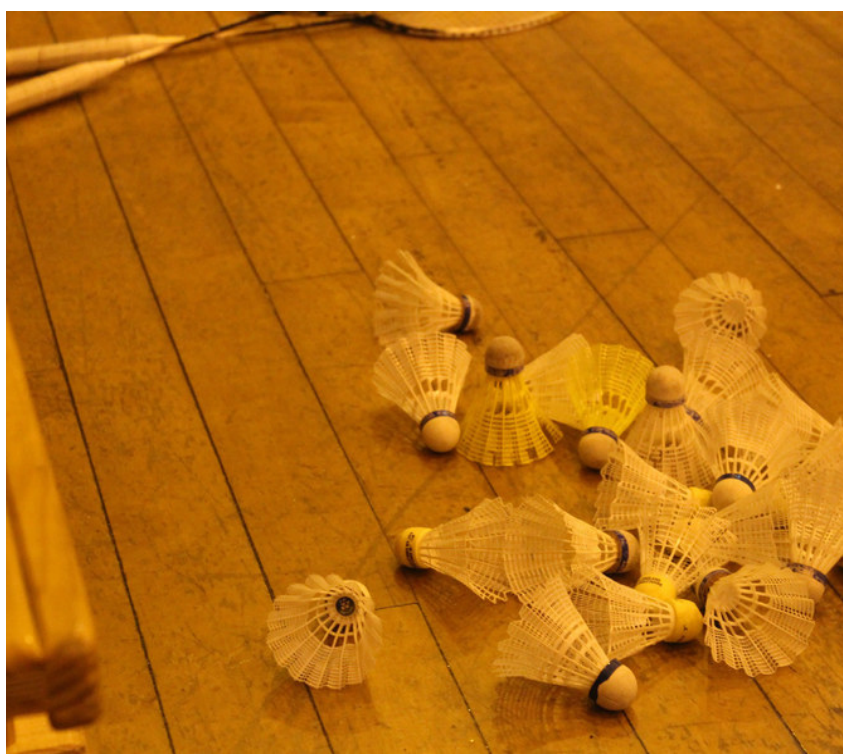
Elmgrove primary school

In order to capture primary school children participating in badminton it was essential to film a class. This is beneficial as it displays the childrens badminton skills developing as well as capturing their enjoyment.











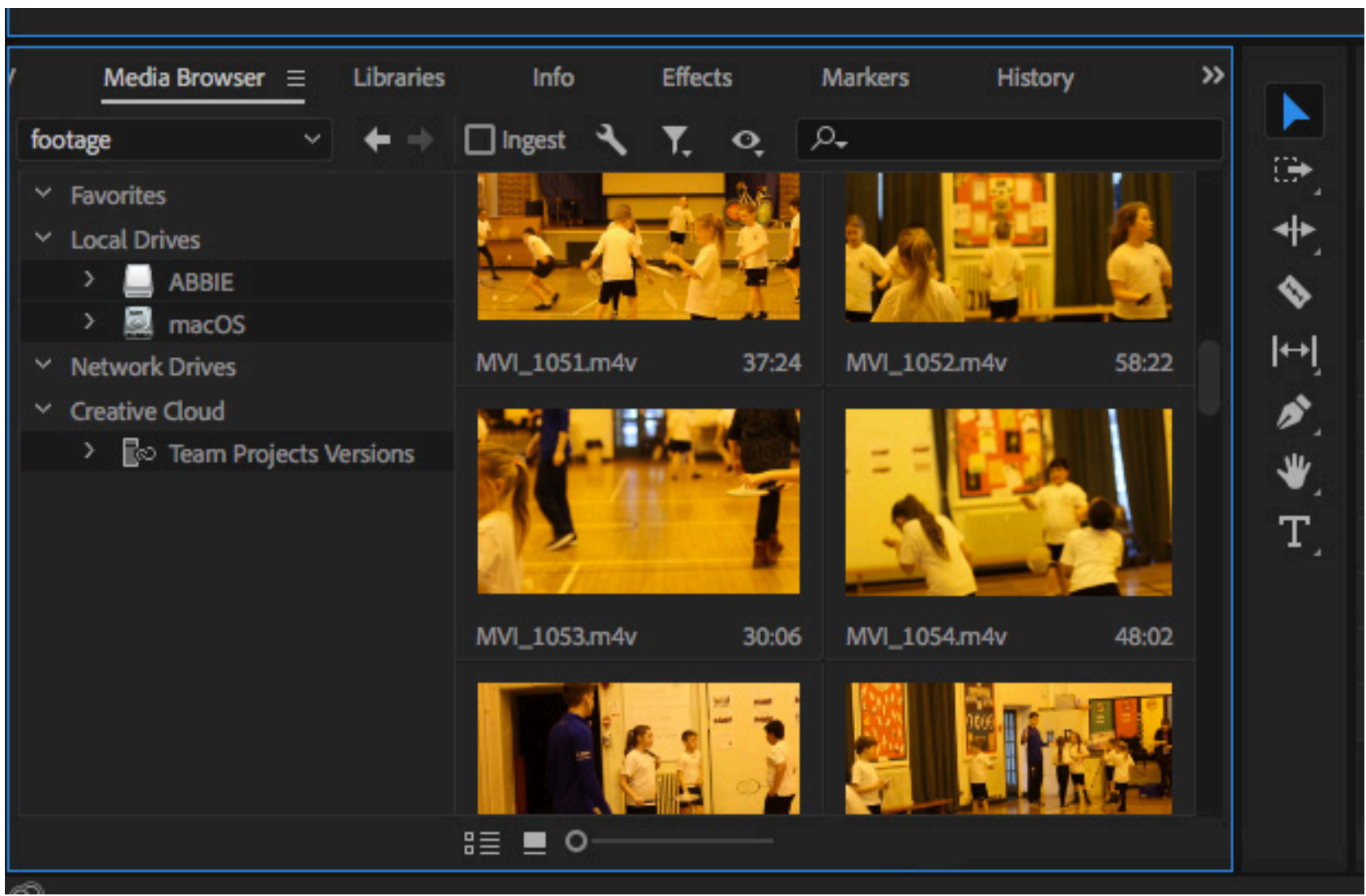
POST-PRODUCTION





Creating the video - Elmgrove primary school

Sorting through the footage



Effect Controls

Audio Clip Mixer: MVI_1117.m4v

Metadata





00:00:12:06

Fit

1/2

00:00:46:05

Effects Audio Graphics Libraries >>

Program: MVL_1057



00:00:18:21

Fit

1/2

00:00



Fit

1/2



Program: MVI_1057



00:00:08:13

Fit

1/2



00:00:54:01




5:00

00:00:30:00

00:00:45:00

00:01:00:00





Lumetri Color 

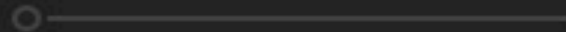
Master * MVI_1048.m4v  MVI_1057 * MVI_1048.m4v

fx




Basic Correction 

Input LUT **None** 

HDR White  100

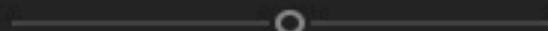
White Balance

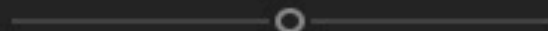
WB Selector 

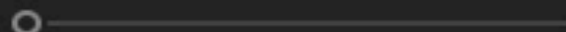
Temperature  -63.2

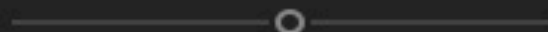
Tint  0.5

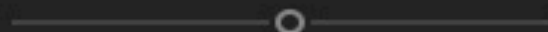
Tone


Exposure  0.0

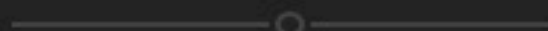
Contrast  0.0

Highlights  -100.0

Shadows  0.0

Whites  0.5


Blacks  0.0

HDR Specular  0.0

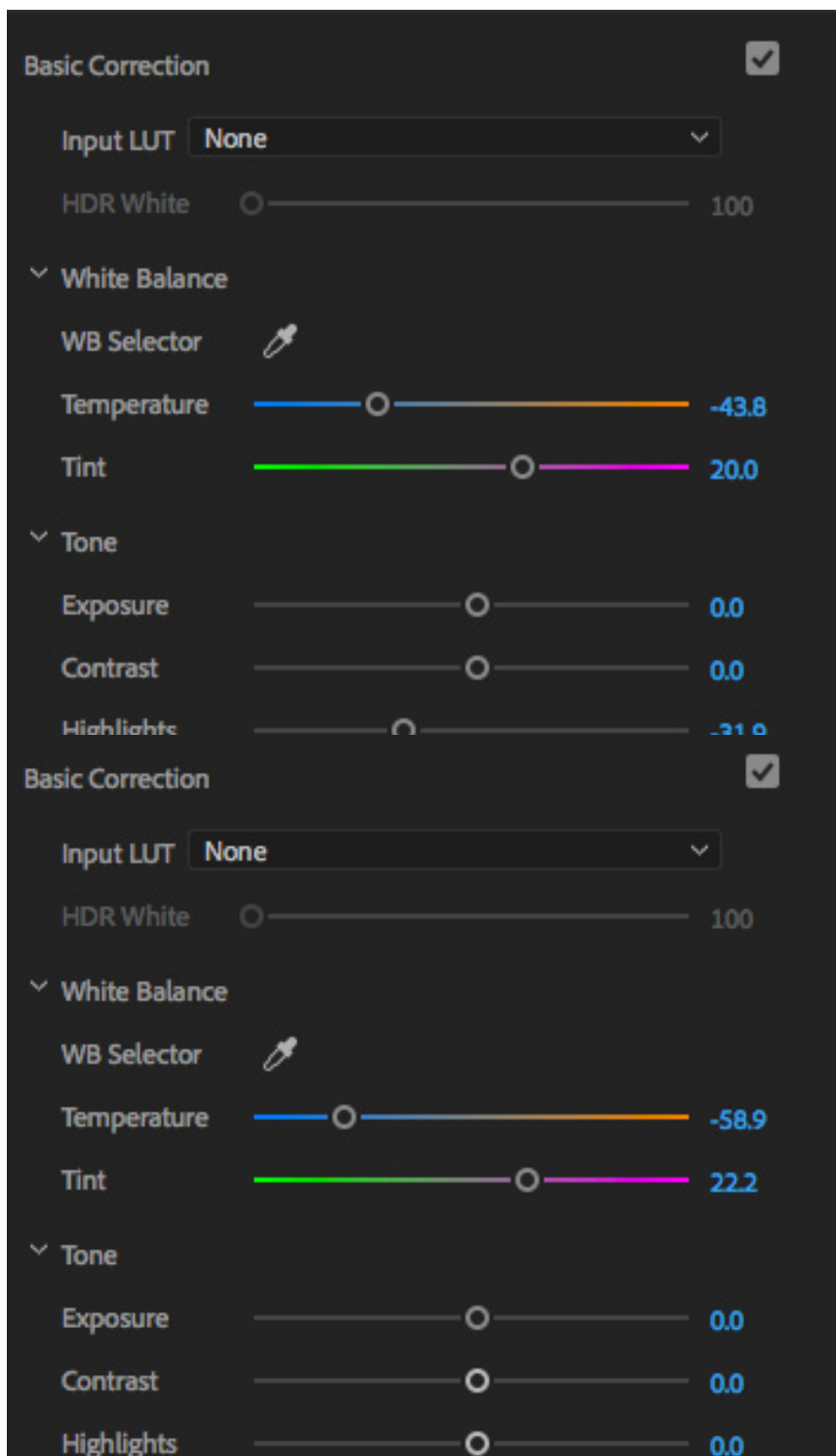
Reset

Auto

Saturation  67.0

 00:00:54:01





As the footage is very yellow in tone it was essential to colour correct. To tone down the yellow, each individual piece of footage must be changed as they all have slightly different tones depending on the lighting at the time it was captured.

Source: MVI_1057: MVI_1693.MP4: 00:00:05:18 | Lumetri Scopes | Effect Controls | Audio Clip Mixer: MVI_1057



00:00:01:08 | Fit | 1/2 | 00:00:01:22

Learning Assembly

Program: MVI_1057



00:00:04:13 | Fit | 1/2 | 00:00:54:01


Editing Color Effects Audio Graphics Libraries >>

Source: MVI_1057: MVI_1052.m4v: 00:00:10:19 | Lumetri Scopes | Effect Controls | Audio Clip Mixer: MVI_1052.m4v



00:00:29:20 | Fit | 1/2 | 00:00:02:15

Program: MVI_1057



00:00:11:16 | Fit | 1/2 | 00:00:54:01

Source: MVI_1057: MVI_1057.m4v: 00:00:15:15 | Lumetri Scopes | Effect Controls | Audio Clip Mixer: MVI_1057



00:00:00:11 | Fit | 1/2 | 00:00:02:20

Program: MVI_1057




00:00:15:19 | Fit | 1/2

Source: MVI_1057: MVI_1051.m4v: 00:00:42:19 | Lumetri Scopes | Effect Controls | Audio Clip Mixer: MVI_1057



00:01:02:20 | Fit | 1/2 | 00:00:03:12

Program: MVI_1057



00:00:45:24 | Fit | 1/2 | 00:00:54:24

Creating the social media profiles





Tony Stephenson

Age 27

Alpha Badminton Club



Scott Burnside

Age 31

Alpha Badminton Club







Rebecca Woods

Age 17

Alpha Badminton Club

#Acedit



ULSTER
Badminton

#Brushedit



ULSTER
Badminton

#Clearedit



ULSTER
Badminton

#Flickedit



ULSTER
Badminton

#Killedit



ULSTER
Badminton



Progression - What can be achieved

Creating GIFs











Name Group**Member:**

Abbia Greer

Month/Year:

Sept/Oct/Nov/Dec 2018

Project Title:

Ulster Badminton

Day	Date	Project (Design & Build)	Hours	Other Activities (Meetings & Research)	Hours	Total Hours
Monday						
Tuesday						
Wednesday						
Thursday	4/10/18	Client meeting	1	Discussing meeting	3	4
Friday						
Monday						
Tuesday						
Wednesday						
Thursday	11/10/18	Brief and initial thoughts	4	Badminton clubs	2	6
Friday	12/10/18	Round up of clubs	1	Organising club times and locations	2	3
Monday						
Tuesday						
Wednesday						
Thursday	18/10/18	Weekly meeting	4	Email organising	1	5
Friday		Organising pitch	3			3
Monday						
Tuesday						
Wednesday						
Thursday	25/10/18	Weekly meeting	4	Pitch	3	7
Friday	26/10/18	Storyboards	8			8
Monday						
Tuesday						
Wednesday						
Thursday	1/11/18	Weekly meeting	4	First draft pitch	8	12
Friday						

Day	Date	Project (Design & Build)	Hours	Other Activities (Meetings & Research)	Hours	Total Hours
Monday						
Tuesday	5/11/18	Pitch to client	3			3
Wednesday						
Thursday	7/11/18	Weekly meeting	4	Discussing pitch	4	8
Friday						
Monday						
Tuesday						
Wednesday						
Thursday	14/11/18	Weekly meeting/ Organising shoots	4	emails	2	6
Friday	15/11/18	Organising equipment	1	Preparing for shoots	2	3
Saturday	16/11/18	C smashers filming	3			3
Monday						
Tuesday	19/11/18	Elmgrove filming	2			2
Wednesday						
Thursday	21/11/18	Weekly meeting	4	Sorting through footage	1	5
Friday		Editing	6			6
Sunday	25/11/18	Shuttle time filming	4			4
Monday						
Tuesday						
Wednesday						
Thursday	28/11/18	Weekly meeting	4			4
Friday	29/11/18	Editing	6			6
Monday						
Tuesday	3/12/18	Colour correction	5			5
Wednesday						
Thursday	5/12/18	Weekly meeting	4			4
Friday	6/12/18	Colour correction	4			4

Monday					
Tuesday					
Wednesday					
Thursday	12/12/18	Weekly meeting	4		4
Friday	13/12/18	Final edit	8		8



Total Hours Design & Build

112

Total Meetings & Research

-

Signature Group Member:

Abbie Greer



ULSTER
Badminton