

PRODUCTION LOG

CAUSEWAY COAST & GLENS HERITAGE TRUST



BY LUCY ARBUTHNOT



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INTERACTIVITY FOR SOCIAL ENTERPRISE

This module is about using your skills for a different purpose.

MODULE// An opportunity to work with a community partner using design to enhance their communication to the wider public, moving the academic knowledge from the academy to the wider public arena.

OUTCOME// Create promotional videos that raise awareness of the unique and exquisite character in both heritage and landscape terms for the proposed Causeway Coast and Glens Heritage Trust. This includes all-natural, built and cultural aspects of 4 Areas Of Outstanding Natural Beauty and surrounding locations. The promotional videos will be distributed across various social media platforms. Using information provided to us by the client, we will be creating promotional video content, photographic stock file and set up an Instagram account to showcase a campaign to reach a new audience through this platform.

SKILLS// Adobe Premiere Pro, Social Media, Manual camera and video settings, Recording Sound, Lightroom, After Effect, and Photoshop.

AIMS// This module will give an opportunity to work as a team, develop new knowledge and skills as well as applying past knowledge and skills learnt from past modules. Work alongside a Social Enterprise organisation and learn how to apply Interactive media ideas and concepts to advance their brand and lastly gain the ability to develop a sustained interactive production as part of a live brief.



TIMELOG

MODULE// Throughout the duration of this module both Zoe and myself logged our time on Toggl. Toggl is an application that allows you to categorise and track the time spent on projects. This also gave me a create understanding on how to go about tracking editing hours for pricing future freelance client work.

BENCHMARKING	5 HOURS 27 MINUTES
CLASS TIME	7 HOURS 30 MINUTES
CLIENT MEETINGS	4 HOURS 12 MINUTES
RESEARCH	10 HOURS 42 MINUTES
FILMING	28 HOURS 56 MINUTES
PHOTOGRAPHING	17 HOURS 07 MINUTES
EDITING	30 HOURS 34 MINUTES
PRODUCTION LOG	27 HOURS 47 MINUTES
TEAM MEETINGS	8 HOURS 10 MINUTES
INSTA CAMPAIGN	13 HOURS 32 MINUTES

TOTAL TIME SPENT ON MODULE MED526

152 HOURS AND 37 MINUTES

MEET THE CREATORS



LUCY ARBUTHNOT

Visual Director, Videographer, Photographer, Editor, Social Media Content Creator and Documentation.

With a very visual outlook on life and eye for detail, I took the lead on all videography, photography and editing for this project. I am 21 with very big aspirations of becoming full time within this industry come my graduation in 2021. This role will showcase my capabilities of being able to stick to a client brief and create promotional content specifically for CCGHT and their target audience.



ZOE CLARKE

Client Management, Documentation, Digital Marketer, Social Media Content Creator, Videographer, Photographer.

Zoe during this project focused on the theory research, team organisation and assisting me at all video and photo shoots. Zoe's role as a team manager is to ensure all deadlines are met to a high standard by creating weekly schedules and conducting extensive research of CCGHT locations before we went to them. With great experience, Zoe will be assisting me within the pre and post-production stages.

RESEARCH

I carried out many hours of research before meeting our client Causeway Coast and Glens Heritage Trust for the first time. I wanted to educate myself within their organisation and the concepts surrounding it. I watched many past promotional films that they had uploaded to their many platforms as well as paying close attention to how they target and promote themselves within Facebook.

The Causeway Coast and Glens Heritage Trust uphold the responsibility of promoting and enhancing the unique qualities of the Causeway Coast and Glen's domain. The trust's area which encompasses more than 3400km² proves popular as a tourism destination to Irish natives as well as international visitors. Due to the wide variety of scenic landscapes, important wildlife resources and rich cultural heritage, It is vital for the Trust to promote environmental management to protect the unique heritage of the Causeway Coast and Glens area.

CCGHT utilises two social media platforms and posts content on the Facebook business page which hosts 577 followers, additionally, there is a Twitter account which has 921 followers. These platforms interact with followers by resharing/ retweeting content and in conjunction with posts about the events happening at a range of locations within the CCGHT's boundaries. The images displayed are a range of advertising posters as well as experience and landscape photography and videography which is aesthetically pleasing to the user.



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MISSION STATEMENT

“to raise awareness of the special qualities of the natural, built and cultural heritage of the Causeway Coast & Glens area including the Antrim Coast & Glens, Causeway Coast and Binevenagh Areas of Outstanding Natural Beauty; promoting environmental management and sustainable development that aims to conserve and enhance the unique heritage of the area for the benefit of all.”
(CCGHT 2020)

CCGHT OBJECTIVES

- To develop sustainable and effective partnerships.
- To raise awareness of the unique and special qualities/ character, in both landscape and heritage terms (natural, built and cultural) of the 3 AONBs and their surrounding area.
- To deliver an excellent protected area management provision for the CCGHT geographical area.
- To ensure best practice in sustainable development principles throughout CCGHT geographical area.
- To deliver a sustainable, efficient and effective core activity/management for CCGHT.



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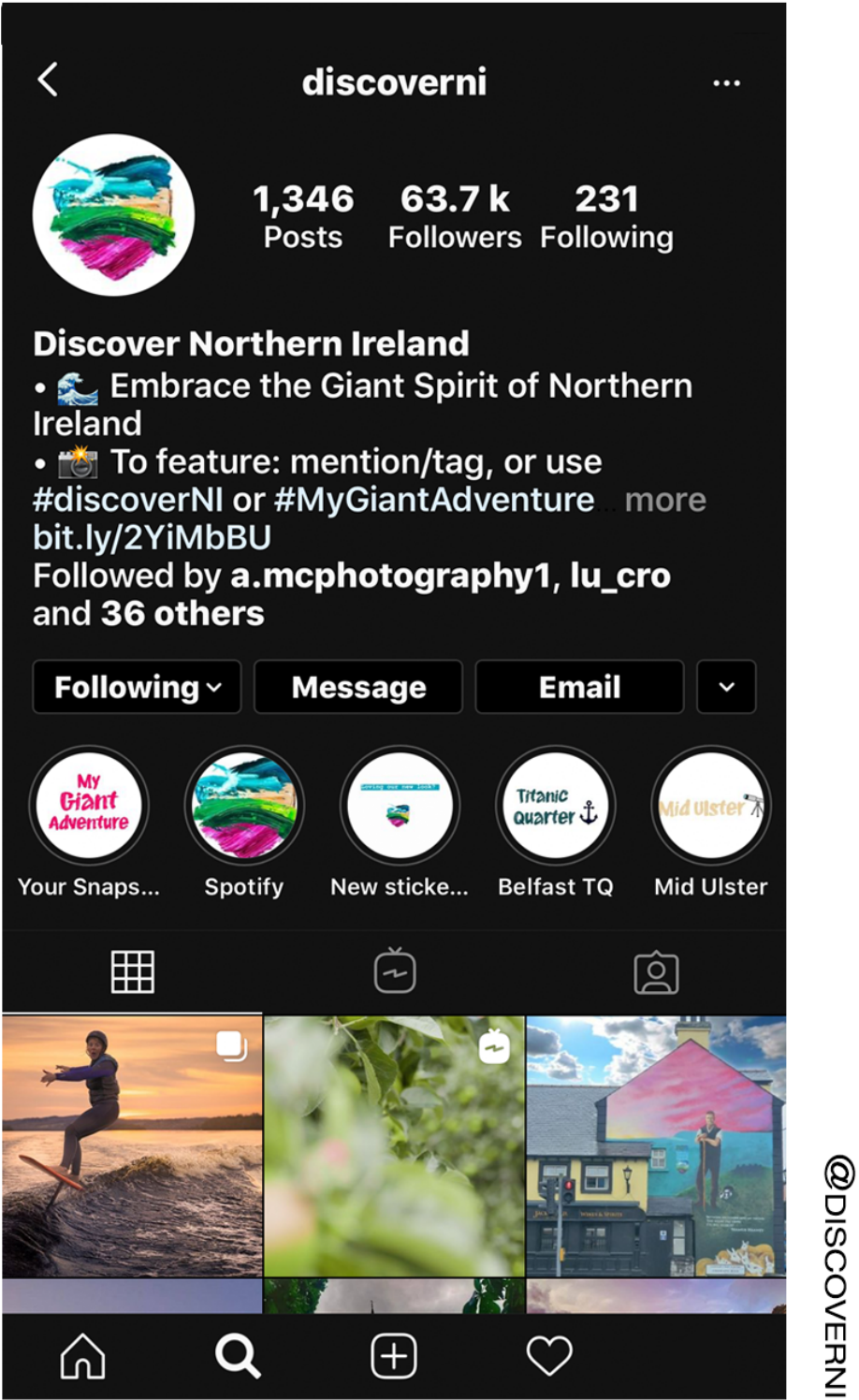
BENCHMARKING

BENCHMARKING COMPEDITORS

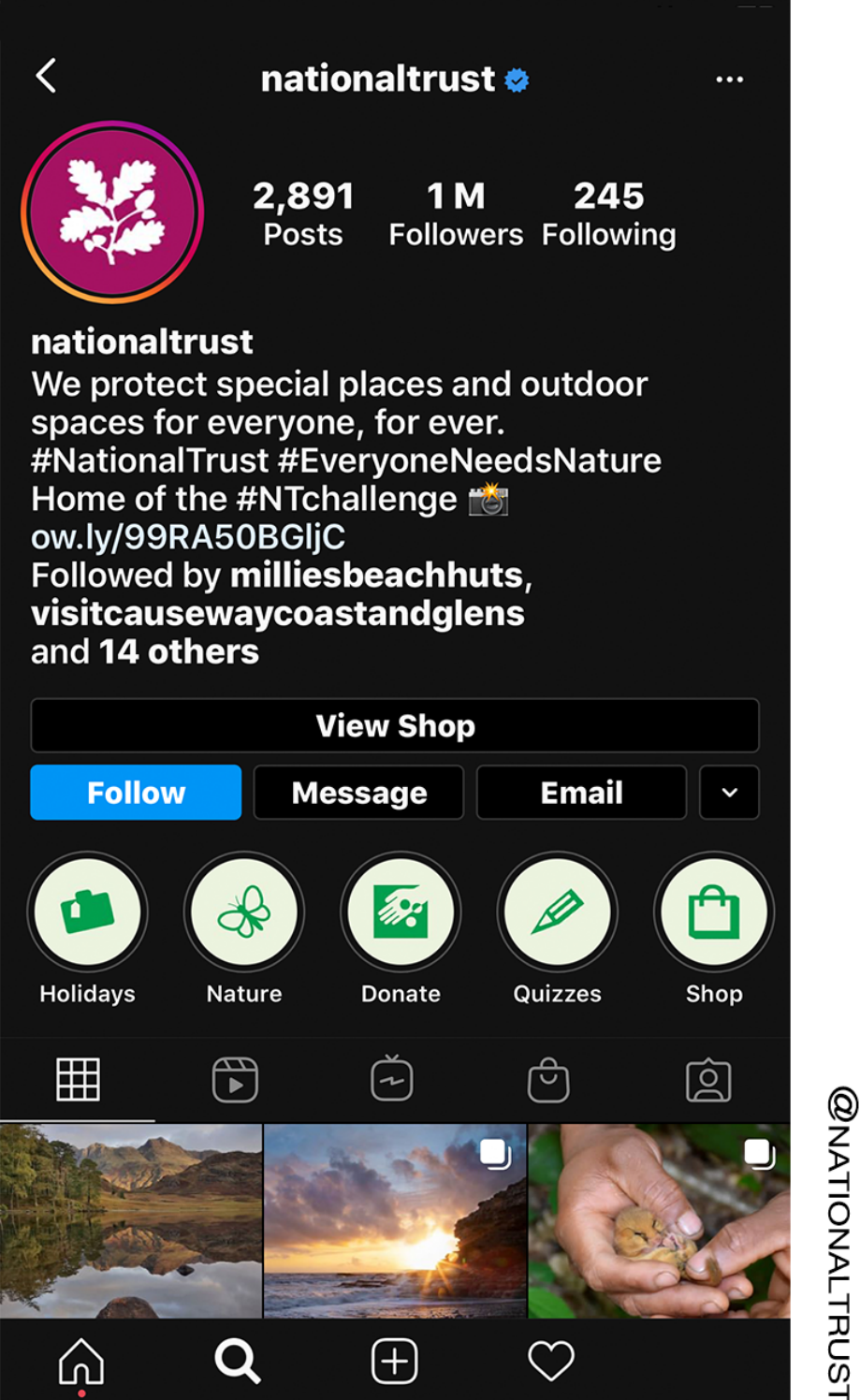
During the development stage of the project, a benchmarking exercise was carried out on a variety of other tourism organisations. The social media profiles which were benchmarked are similar organisations to CCGHT that are located in Northern Ireland and internationally. The companies benchmarked demonstrated similar services to CCGHT highlighting natural, cultural and built locations within different areas of a country. Each organisation promotes tourism to natives and international visitors through each social media platform, utilising media practices such as videography, drone footage, aquatic, experience and landscape photography.



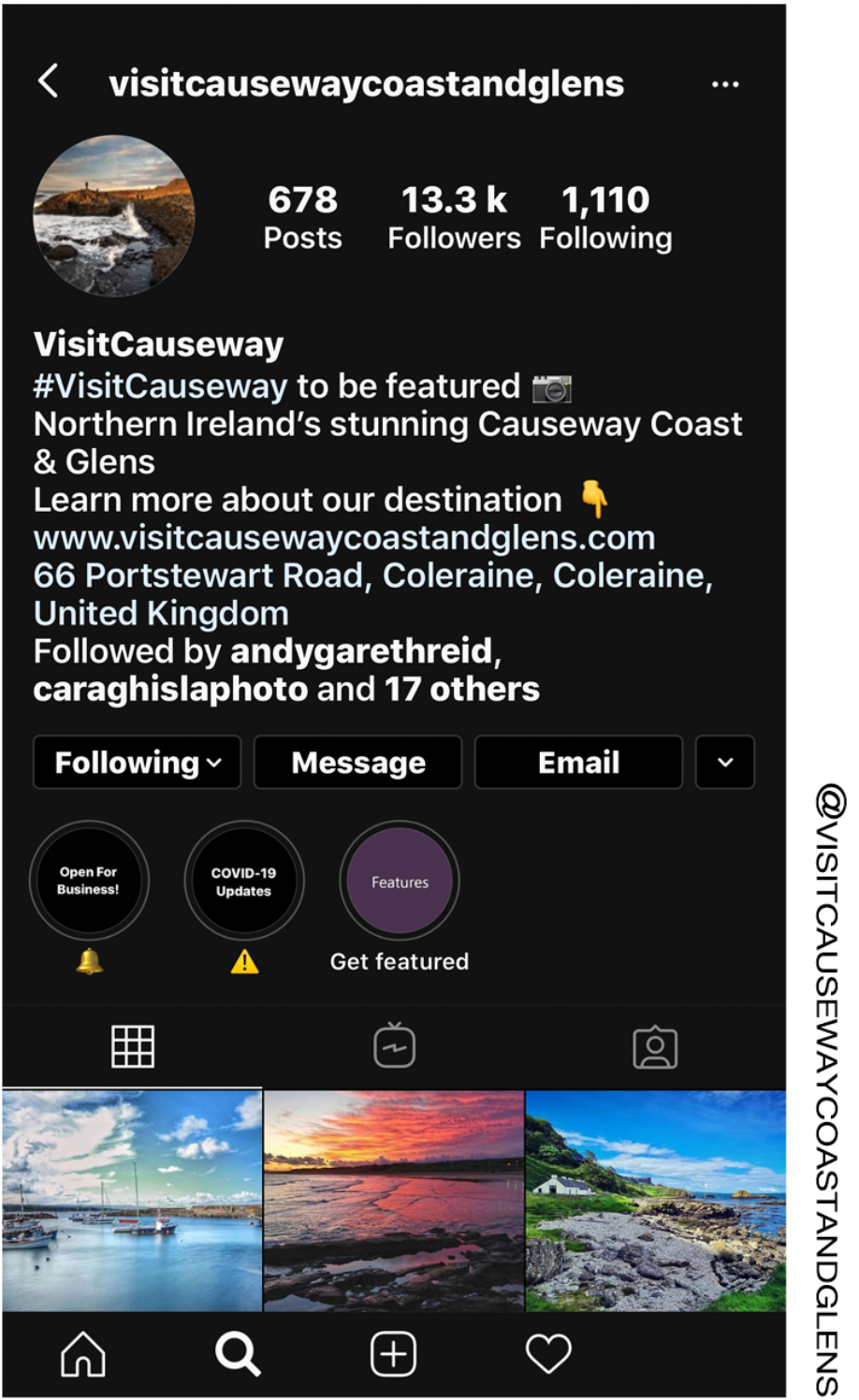
DISCOVER NORTHERN IRELAND



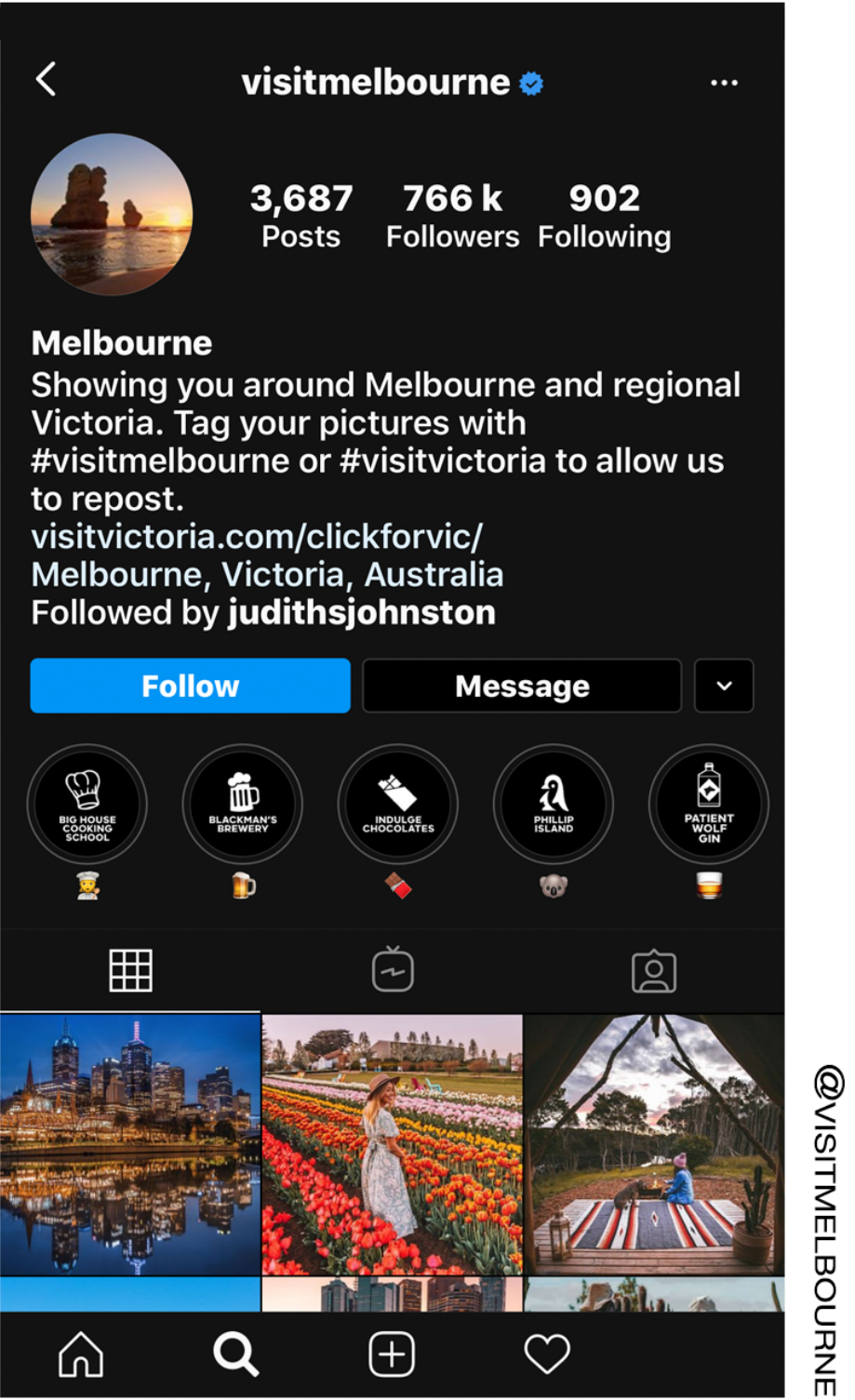
THE NATIONAL TRUST



VISIT CAUSEWAY



VISIT MELBOURNE



BENCHMARKING

BENCHMARKING COMPEDITORS

CATEGORY	FEATURE	DISCOVER NI	NATIONAL TRUST	VISIT CAUSEWAY	VISIT MELBOURNE
FIRST IMPRESSION	AESTHETICS	USE 'EXPERIENCE' IMAGES TO REPRESENT TOURIST.	USE 'LANDSCAPE' IMAGES TO REPRESENT LOCATIONS.	USE 'LANDSCAPE' IMAGES TO PRESENT LOCATION.	USE BOTH 'EXPERIENCE' AND 'LANDSCAPE' TO REPRESENT LOCATION AND TOURISTS.
	IDENTIFIABLE TARGET AUDIENCE	IMAGES TO EXPERIENCE.	BIO	NOT AVAILABLE	THROUGH 'EXPERIENCE' PHOTOS.
	IDENTIFIABLE CHIEF AIM	BIO	HASHTAGS	BIO	BIO
THE LOOK AND FEEL	IMAGE QUALITY	PHONE AND HD	HIGH HD QUALITY	HIGH HD QUALITY	HIGH HD PHONE QUALITY PHOTOS.
	VIDEO CONTENT	IGTV	REELS AND IGTV	IGTV	IGTV
	COLOUR PALETTE	GREEN	EARTHY AND NATURAL TONES.	COLOURFUL AND EARTHY	COLOURFUL AND NATURAL
	HIGHLIGHT	COLOURFUL GRAPHICS	LOGOS ON BRAND	LACK OF	LOGO GRAPHICS
	IGTV	SIXT SERIES	SERIES ON HOW TO AND EXPLORE	LACK OF	EXPLORE SERIES
	REELS	NONE	5 SECOND ASMR	NONE	NONE
CONTENT	EXPLANATION OF SERVICE	BIO	BIO	BIO	BIO AND HASHTAGS
	LIKES	300 - 800	1,500-70,000	200 - 500	7,000-30,000
	FOLLOWERS	63-7K	1 MILLION	13.3K	766K
	EVIDENCE OF UPDATED CONTENT	DAILY	TWICE DAILY	DAILY	DAILY
RANK		2ND	1ST	4TH	3RD

BEST PRACTICES HIGHLIGHTED IN GREEN

SUMMARY

Carrying out the benchmarking processes of various tourist Instagram profiles across Northern Ireland, England and Australia. The overall ranking system shows that The National Trust is the best example of contemporary social media content within this sector when measured against the metrics listed. The National Trust's Instagram page leads the way in clarity for users, as it is clear from the profile's bio who their identifiable audience is and an explanation of their service right from the first sentence the user reads on their page as well as creating their own business hashtags. Their use of all photos, reels, IGTV and tagged content proves the most diverse and best example that utilises all of Instagram tools to promote and share content.

Discover Northern Ireland is the next best in terms of contemporary features and visual engagement. The elements this account is advanced on is posting content daily onto their platform with high quality photo updates and utilising their interactive hashtag #MyGiantAdventure. Discover NI also share tagged images on their stories as well as other location updates they also post regularly on their IGTV channel, promoting a range of different landscapes and tourism attractions through user experience. Discover Northern Ireland was ranked as the second favourite because of the experience in user engagement which is extremely visible through the Instagram profile, expressing authenticity creating natural and greenery photography content.

Visit Melbourne is a very professional Instagram account. They post a larger scale of 'landscape' content than 'experience' content. The page showcases the sites of Melbourne City incredibly through while giving a very clear indication to tourists as to where to find such attractions. In terms of content Visit Melbourne shares a range of very high-quality images that are professionally taken compared to the other pages that were benchmarked that focused on sharing followers content. They also, like Discover NI share daily reaching up to 7,000-30,000 per post. Surprisingly Visit Melbourne does not share a vast amount of content through the IGTV or reels channel, which is surprising due to the huge following and scale of this page.

Visit Causeway Coast and Glens finished last in the ranking of Instagram Social Media platforms. Although the page focused majorly on the one location of Northern Ireland and creates a sense of community by sharing followers content with the hashtag #visitcauseway. The lack of utilising other Instagram tools such as reels, IGTVs and highlights placed them at the bottom of the ranking scale. As well as there is no real attempt of a logo or creating a brand identity for the page itself.

CONCLUSION

During the benchmarking process, there has been a great deal of identifying a range of elements of good practice in relation to all 4 Instagram Social Media Platforms. The National Trust proved to be the best which consistently performed in a variety of areas to be designated a brilliant example of contemporary and engaging social media platform which excels in the vast amount of content they produce online.

Through extensive research and analysing the results from the social media platforms that were benchmarked and highlighting the most direct competitor. There is a lot of opportunities for CCGHT to thrive and become another content creator within the sector that could engage with the public on a larger scale.

COMMUNITY PARTNER



CAUSEWAY COAST & GLENS
HERITAGE TRUST

COMMUNITY PARTNER

COMMUNITY PARTNER

CLIENT MEETING NOTES AND FEEDBACK

Date; 1st of October 2020

Present;

Nikki Maguire

(AONB/WHS Projects Manager)

Claire Mulrone

(Community Engagement Manager,
Access & Educational Outreach - Community,
Academic Business Development)

Lucy Arbuthnot

(Interactive Media Student)

Zoe Clarke

(Interactive Media Student)

The agreement made during this meeting was that Zoe and myself would create 4 stinger promotional videos capturing different locations, lasting no longer than 1 minute and 1-2 minute promotional film that would document all four locations into one theme.

During this meeting, Nikki informed Zoe and me of who the current target audience for Causeway Coast and Glens Heritage Trust (CCGHT) was. CCGHT mainly reached an audience between the ages of 40-60-year-old men who enjoy hiking and the outdoors. "We're open for expanding our target audience to a younger crowd" this is when I encouraged that ccght should make their attempt to reach this new audience via Instagram. From here Nikki requested that Zoe and I would create this content specifically for Instagram but not only that she asked if we could set up and manage the account as part of the project.

The only main request Nikki prompt towards the creation of the promotional content was that it would highlight specifically Inland and upland scenes. "We have seen a lot of footage of the coast and drone work but we would like something different. Footage of the inland and upland would be amazing" and alongside that "I don't mind what instrumental music is used but I would love some nature sounds of the wind, rain and sea to also be involved".



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COMMUNITY PARTNER

CLIENTS ORIGINAL REQUEST

Videos highlight the Area Of Outstanding Natural Beauty (AONB)

Short snappy videos for social media on key heritage themes within the AONBs and one or two about CCGHTs work. CCGHT will bring heritage; natural, cultural and built heritage topics to the table. These will be developed into short, social media-friendly videos. The idea is to showcase a couple of special heritage places or themes for the public and explain a little about how CCGHT works to protect them. Areas covered: Binevenagh AONB, Causeway Coast AONB, Antrim Coast and Glens AONB.



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- 📍 Binevagh mountain
- 📍 Martello Tower
- 📍 Castlerock
- 📍 Bushmills
- 📍 Ballintoy
- 📍 Whitepark Bay
- 📍 Portballintrae
- 📍 Broughshane
- 📍 Slemish
- 📍 Cregagh Wood
- 📍 Breen Forest
- 📍 Glenarm Forest Park
- 📍 The Glens of Antrim
- 📍 Glendun Road
- 📍 The Curfew Tower
- 📍 Red Bay Castle
- 📍 Carnlough
- 📍 Old Cushendun Road
- 📍 Waterfoot
- 📍 Waterfoot
- 📍 Carnlough Harbor
- 📍 Glenarm Castle
- 📍 Broughshane
- 📍 Slemish
- 📍 Castlerock

CCGHT LOCATIONS

CHOOSEN LOCATIONS

LOCATIONS

- 📍 Binevenagh
- 📍 Martello Tower
- 📍 Castlerock
- 📍 Ballintoy
- 📍 Whitepark Bay Beach
- 📍 Portballintrae
- 📍 Glenarm Forest



Causeway Coast and Glens Heritage Trust cover a large scale of areas ranging from Causeway Coast to Antrim Glens. CCGHT provided multiple locations that would be desirable to take footage of. However, due to the timescale and logistics of this project there had to be an elimination of locations. The final areas were chosen based on how accessible they are to the team members, what would convey the best intentions of CCGHT and gather more people to visit and protect the land.

PROJECT SUMMARY

As a team, this production will create and capture videos designed for use on social media focusing on the work of Causeway Coast and Glen Heritage Trust and Areas of Natural Beauty at Binevenagh, Causeway Coast and Antrim Coast and Glens. The videos produced will include making heritage accessible to everyone including footage of natural, cultural and built heritage across the operational area. Concentrating on inland and upland landscape away from the coast, as agreed at the first team meeting.

THE AIM

The aim is to showcase a range of special heritage locations and themes through both visuals and sounds of various CCGHT locations. The content created will communicate the necessary information in regards to how Causeway Coast and Glens Heritage Trust work to protect these areas for both wildlife and the public to enjoy. CCGHT has goals to expand its target audience to increase footfall and popularity. As a team, we have extensively researched a range of tourism organisations and trusts that promote their locations and company. The findings were that these businesses such as National Trust utilised their social media platforms and had a larger engagement through the app Instagram.

THE OBJECTIVE

The objective of CCGHT's videos will be tailored to be created for Instagram and broadcasted in this approach. CCGHT have a running Facebook account which targets a special demographic and harnessing Instagram as a new platform to broadcast content on it is hoped that it captures the imagination of a younger audience. Instagram's audience is predominantly young adults as they use this app daily for both entertainment and informational purposes. The goal is to work towards having increasingly better engagement with the public and audiences so that they will be informed of Causeway Coast and Glens Heritage Trust, the history of the areas and attract more footfall to the locations.



THE DELIVERABLES

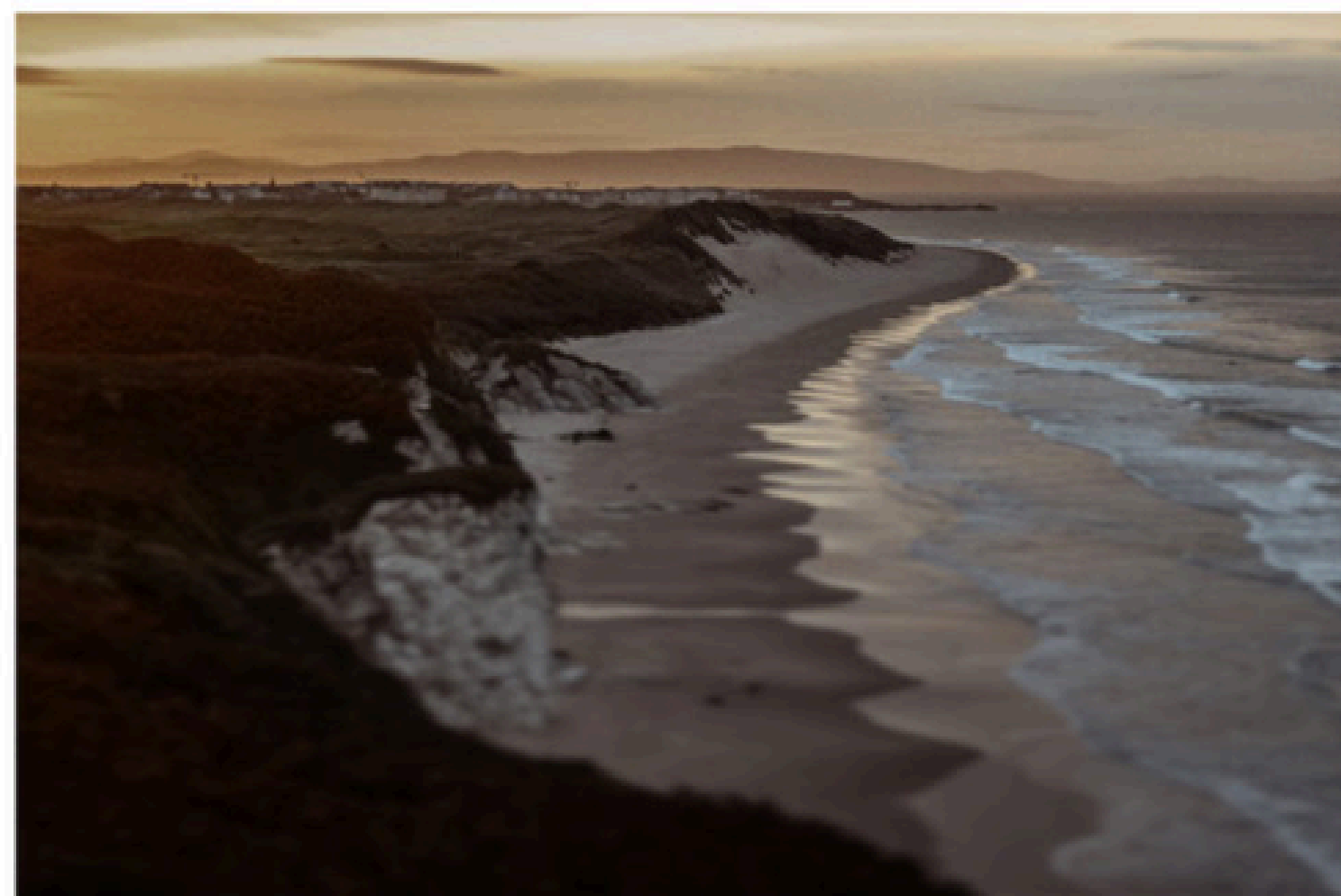
The deliverable outcome is to create and capture three 'short snappy' promotional videos showcasing the key heritage themes within this Area of Outstanding Natural Beauty (AONB). A major film which connects all three locations will also be produced. These 'stinger' videos will be formatted precisely for Instagram reels and stories and the major film will be specifically for Instagram TV upload. There is an opportunity that these videos could be used to launch the Instagram platform for CCGHT by releasing one at a time to develop a week-long campaign. Additionally, the team will share content across multiple platforms such as Facebook and Twitter.

The productions will highlight the heritages accessible to everyone; specifically the natural, cultural, and built heritage awareness across the operational domains. The team will engage with the sensory elements of the production through the use of both audio and visuals of wind, waves and rain. The goal is to produce an authentic 'stinger' showcasing that there is an invigorating activity for every weather condition in Northern Ireland.

TARGET AUDIENCE

The current target for CCGHT is both men and women in the middle age bracket of 35-44. The demographic is adults who are in full-time employment and in their spare time enjoy exploring the outdoors through various activities such as hiking. CCGHT's areas of outstanding beauty also attract young families that want affordable activities that the whole family can enjoy and make memories to last. Having a meeting with all team members and Nikki present, there was a discussion about targeting a new audience of young adults in the age bracket between 18-25. Young people are stereotyped commonly for interests such as partying and socialising alongside studying or work. However, there is a vast amount of young people that are adventurous and seek activities that are affordable and provide opportunities for socialising with peers, exercise and benefit their mental health. The current pandemic in 2020 has highlighted more than ever among the communities that Northern Ireland has amazing scenery with lots of places to explore.

During this time, areas like CCGHT were a lifeline for many as it was the only place that they could access during the lockdown. It encouraged everyone, especially young adults to reconnect with nature and their home country. Contrasting the need for technology, social environments such as bars and travelling abroad. The mental health of young people has been in a bigger decline than ever, with suicide and helpline rates at an all-time high and branded as 'the young who have lost their youth' Targeting CCGHT content to young adults will not only attract more to these areas, provide historical information but would contribute immensely to young adults mental health.

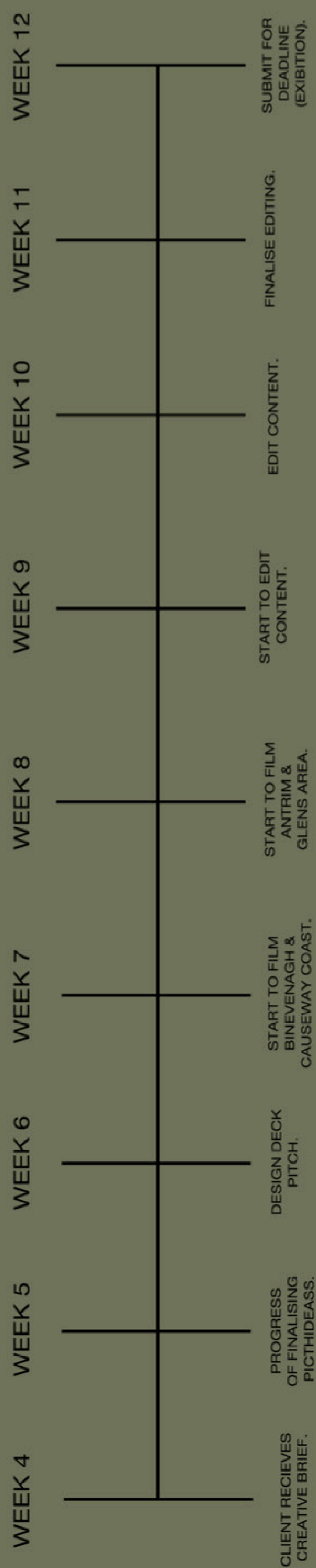


tone, message, style

The overall message of this project is to promote Causeway Coast and Glens Heritage Trust showcasing the Areas of Outstanding Beauty and expanding the target audiences to increase footfall and popularity. The tone and style of the promotional videos will be produced at a high quality combining both professional and creative elements. Creating a sense of both calmness and adventure by keeping as close to the theme of nature and raw landscapes as possible. The videos will capture a broad content of both inland and upland to be promoted on social media platforms through short 1 minute clips and 3-minute video production.



TIME FRAME

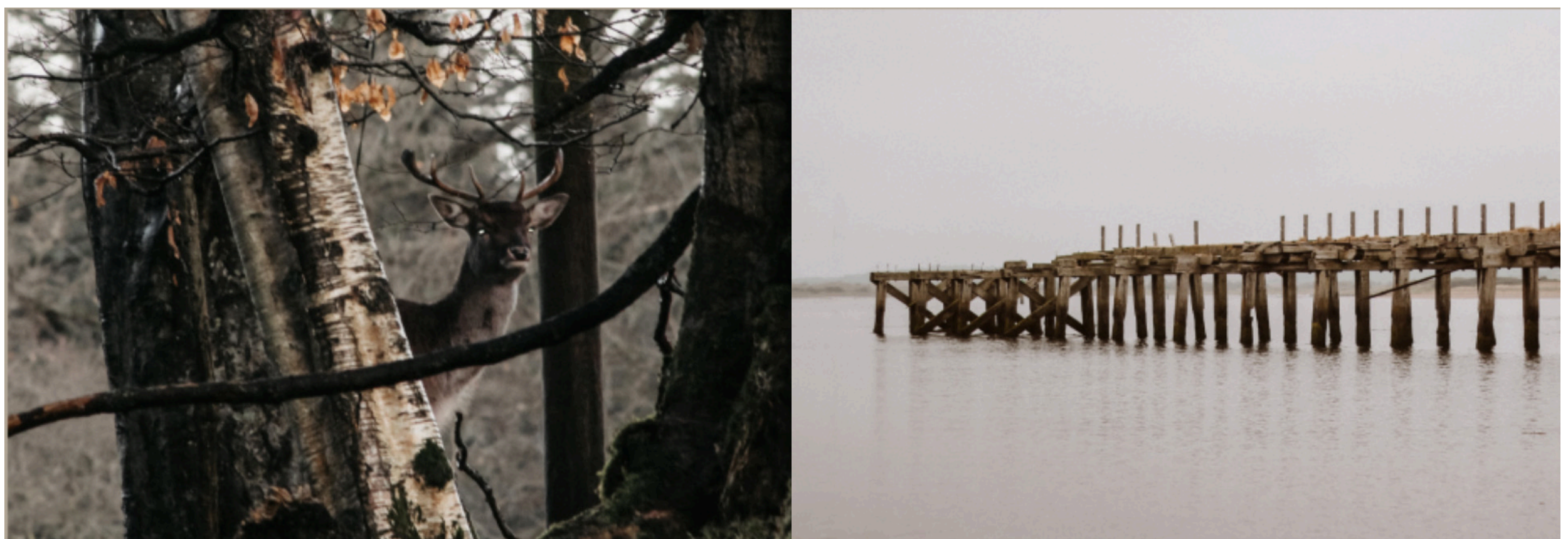


MY INITIAL IDEAS



CCGHT HIDDEN GEMS

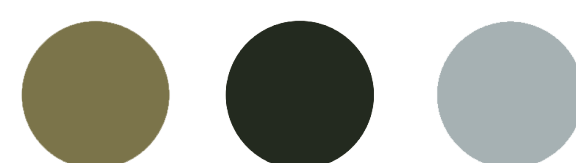
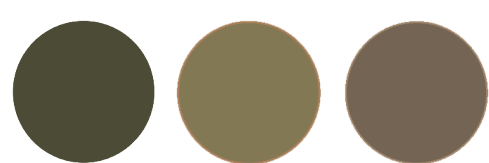
Hidden gems are my thing when it comes to exploring the causeway coast (or anywhere in that matter). The message I would like this idea to motivate our viewers is to never explore solely based on the information you can find on the pages of guidebooks, maps or tourist leaflets. Rather keep your eyes and adventurous mind wide open. Because even by the most famous tourist attractions, you can always find hidden gems that the tourist masses haven't yet found. As the old saying goes "take the road less travelled" - ROBERT FROST.



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CCGHT ROAD TRIP

CCGHT Road Trip; this idea is for a journey to and from. Highlighting all the surroundings that you'll journey past, for example, cliffs, crashing waves, waterfalls, glens, beaches and picturesque coastal villages. This road trip will take you through various areas of outstanding natural beauty (AONB). My encouragement to the audience; stop, take pictures, tag our #aonb or #areaofnaturaloutstandingbeauty hashtag but also don't forget to breathe and be present in the surrounding moment.



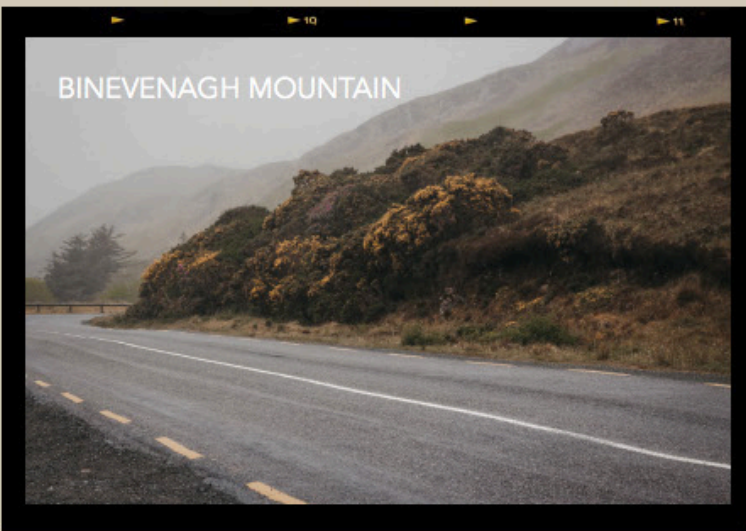
CCGHT IN-LAND NATIVES

In Land natives; this idea is to document a snippet of the personal life of a local, for example, a local small business owner or even farmer who is making a profit from the area they are living in. When I first imagined how this idea could visually work I thought it would be cool to have a short documentary kind of stinger video of a local whether they be a farmer farming the land or even a small business owner (example a ceramic artist) who is inspired daily by the scenes and locations of where they are. I thought this idea could be good to promote the working from the home scene that quite a lot of people are still trying to navigate at the moment. I think this idea would suit all of our locations and would raise a different kind of interactive, engaging and personal approach for CCGHT on Instagram.



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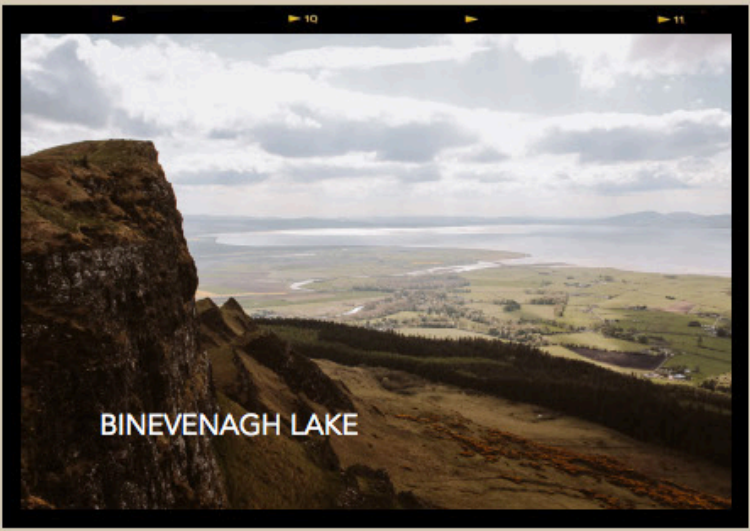
ROAD TRIP STORYBOARD



TYPE OF SHOT: Establishing shot
DURATION: 10 seconds
DESCRIPTION: highlighting location and road
SOUND: rain, birds and the wind with a fade in of intrustmental music.



TYPE OF SHOT: close up
DURATION: 6 seconds
DESCRIPTION: filming the journey to from the back seat pov.
SOUND: Music, engine and faded laughter and chat.



TYPE OF SHOT: Extreme wide drone shot
DURATION: 10 seconds
DESCRIPTION: fly over highlighting the views
SOUND: rain, birds and the wind with intrustmental music.



TYPE OF SHOT: medium close up
DURATION: 5 seconds
DESCRIPTION: subject exploring location
SOUND: rain, birds and the wind with intrustmental music.



TYPE OF SHOT: Full shot
DURATION: 10 seconds
DESCRIPTION: highlighting simplicity and our current covid-19 requirements.
SOUND: by passing traffic, nature, and intrustmental music.



TYPE OF SHOT: long wide shot
DURATION: 5 seconds
DESCRIPTION: highlighting the native wildlife
SOUND: cow mooing (or any other animals), nature and fade out of intrustmental music.

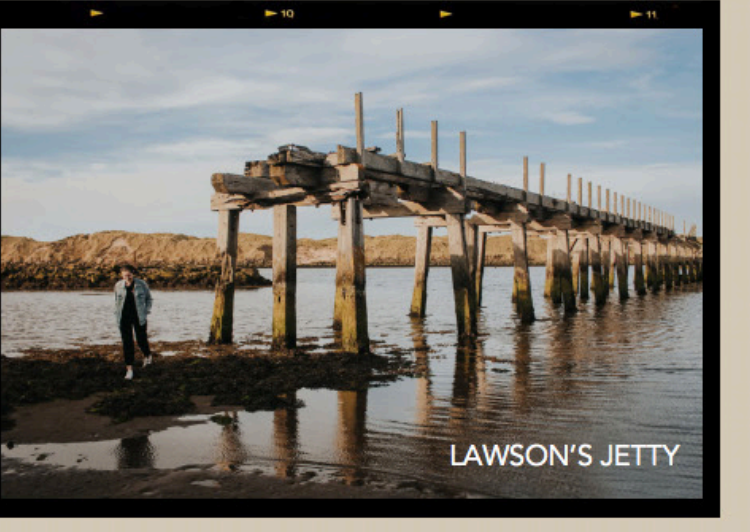
HIDDEN GEMS STORYBOARD



TYPE OF SHOT: drone shot
DURATION: 10 seconds
DESCRIPTION: drone flies over the sea to the bridge
SOUND: waves and the wind with a fade in of intrustmental music.



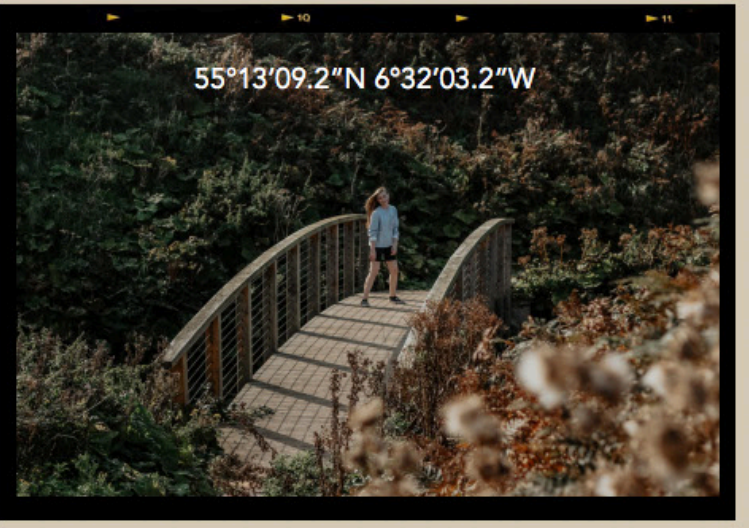
TYPE OF SHOT: close up
DURATION: 8 seconds
DESCRIPTION: highlighting details on the wood
SOUND: waves and the wind with intrustmental music.



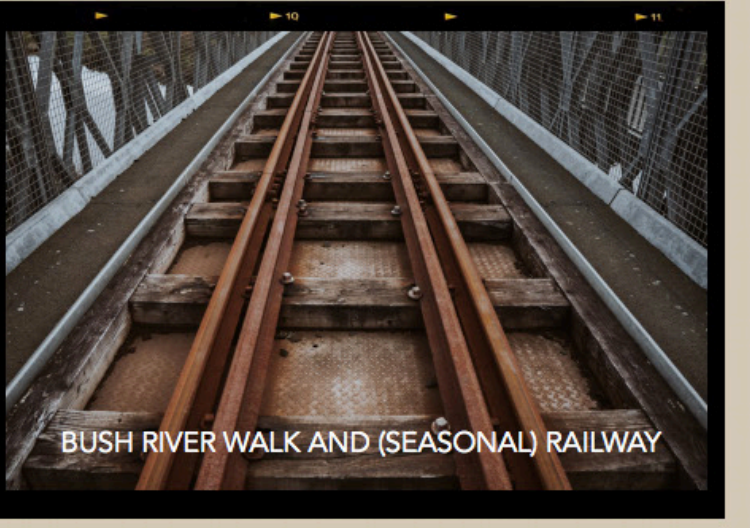
TYPE OF SHOT: medium wide shot
DURATION: 5 seconds
DESCRIPTION: highlighting different angel with subjust walking from.
SOUND: waves and the wind with intrustmental music.



TYPE OF SHOT: long shot
DURATION: 5 seconds
DESCRIPTION: crashing waves and introduction to the new location.
SOUND: waves and the wind with intrustmental music.



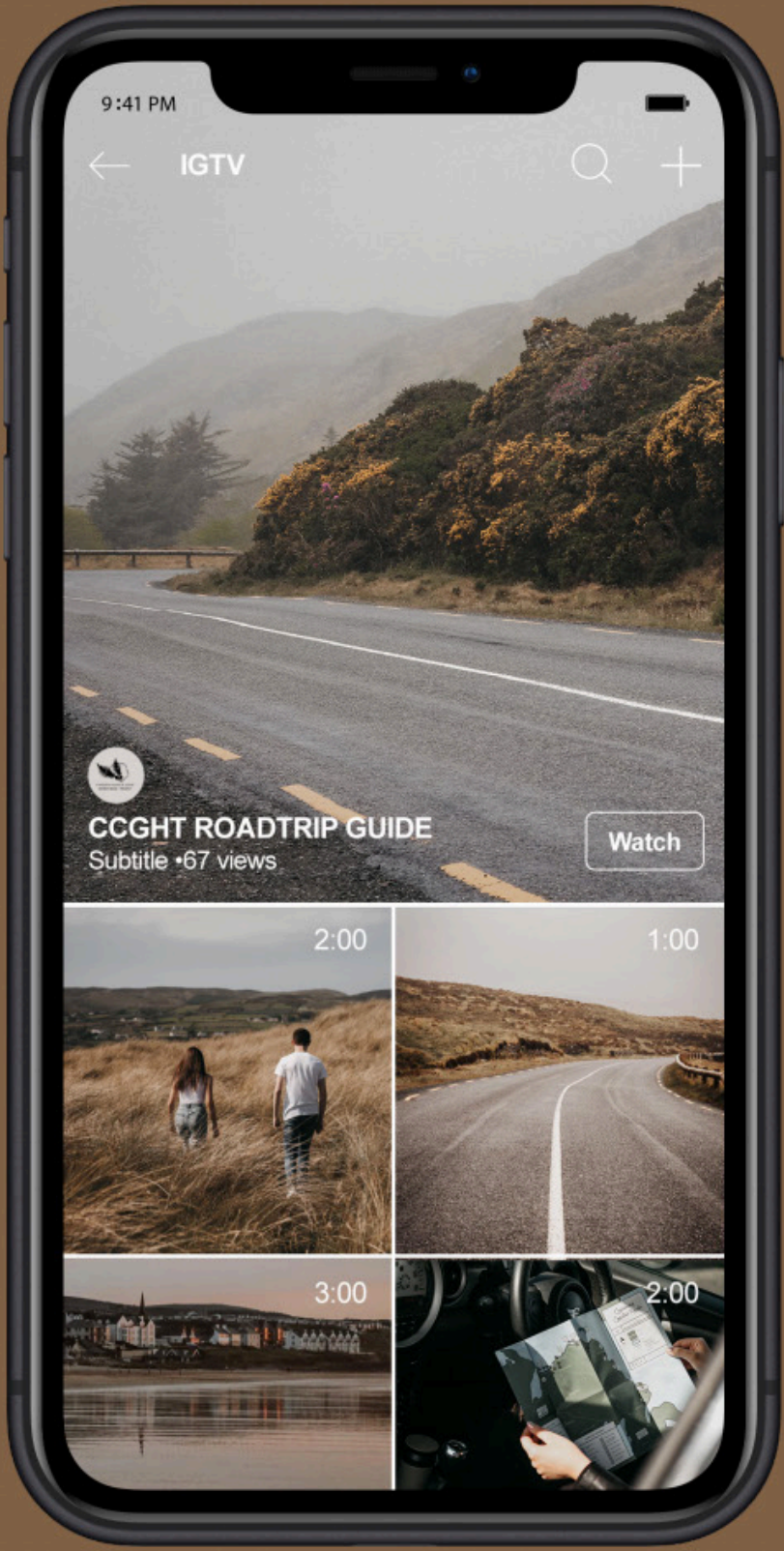
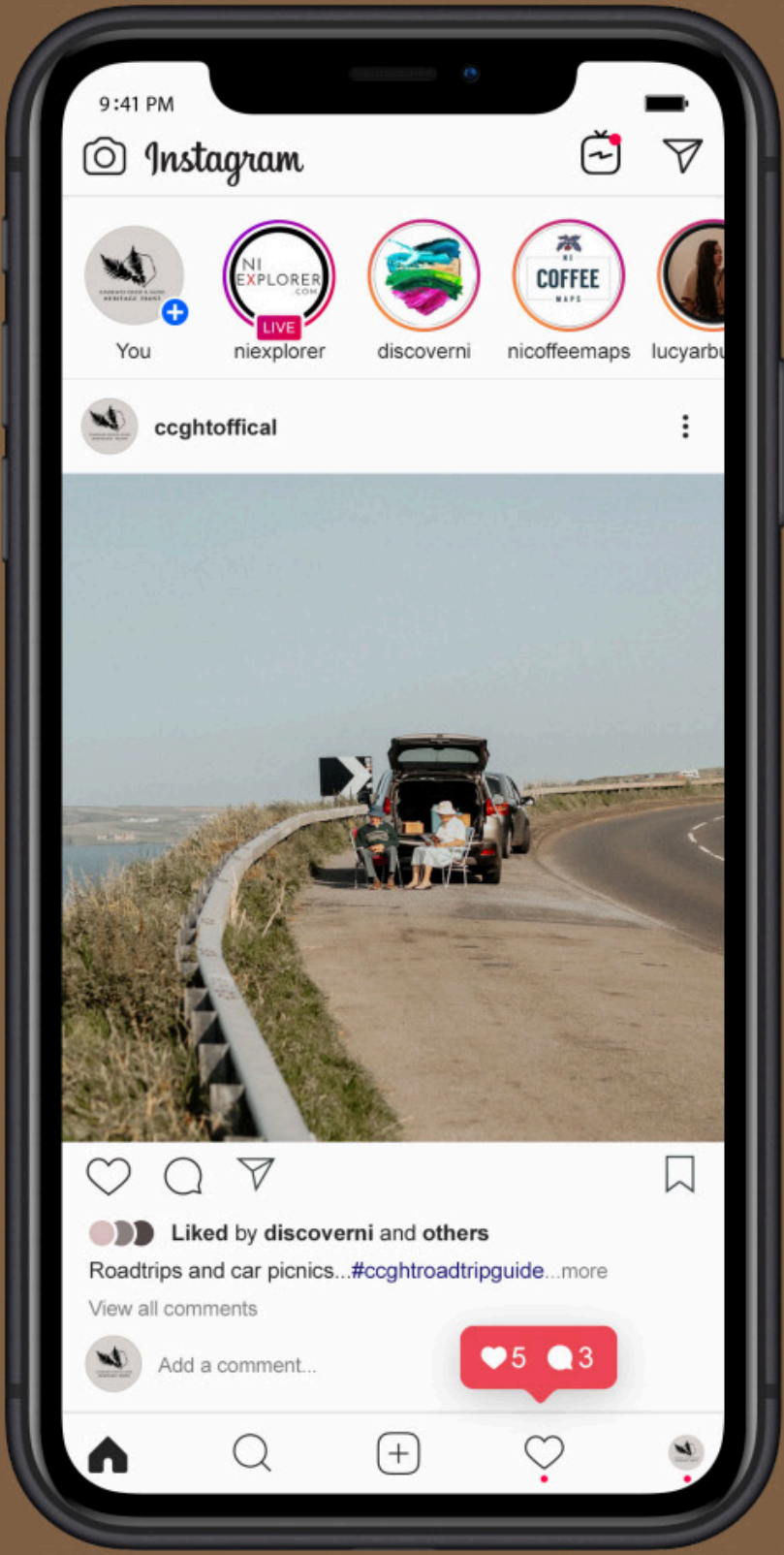
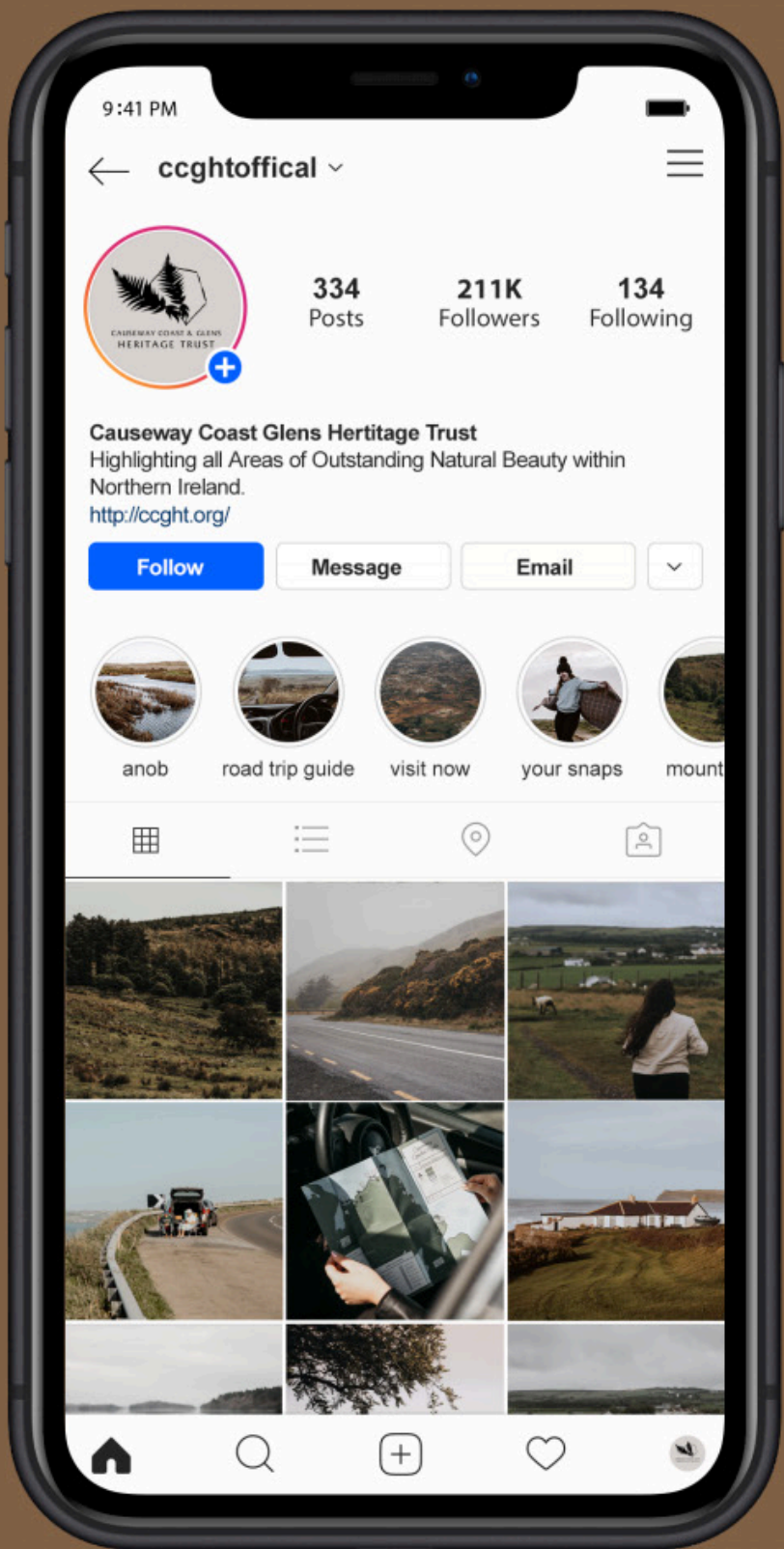
TYPE OF SHOT: drone shot
DURATION: 10 seconds
DESCRIPTION: fly over of forest walk to location
SOUND: Nature and the wind with intrustmental music.



TYPE OF SHOT: extreme close up
DURATION: 8 seconds
DESCRIPTION: highlighting details on the railway
SOUND: Nature and the wind with a fade out of intrustmental music.

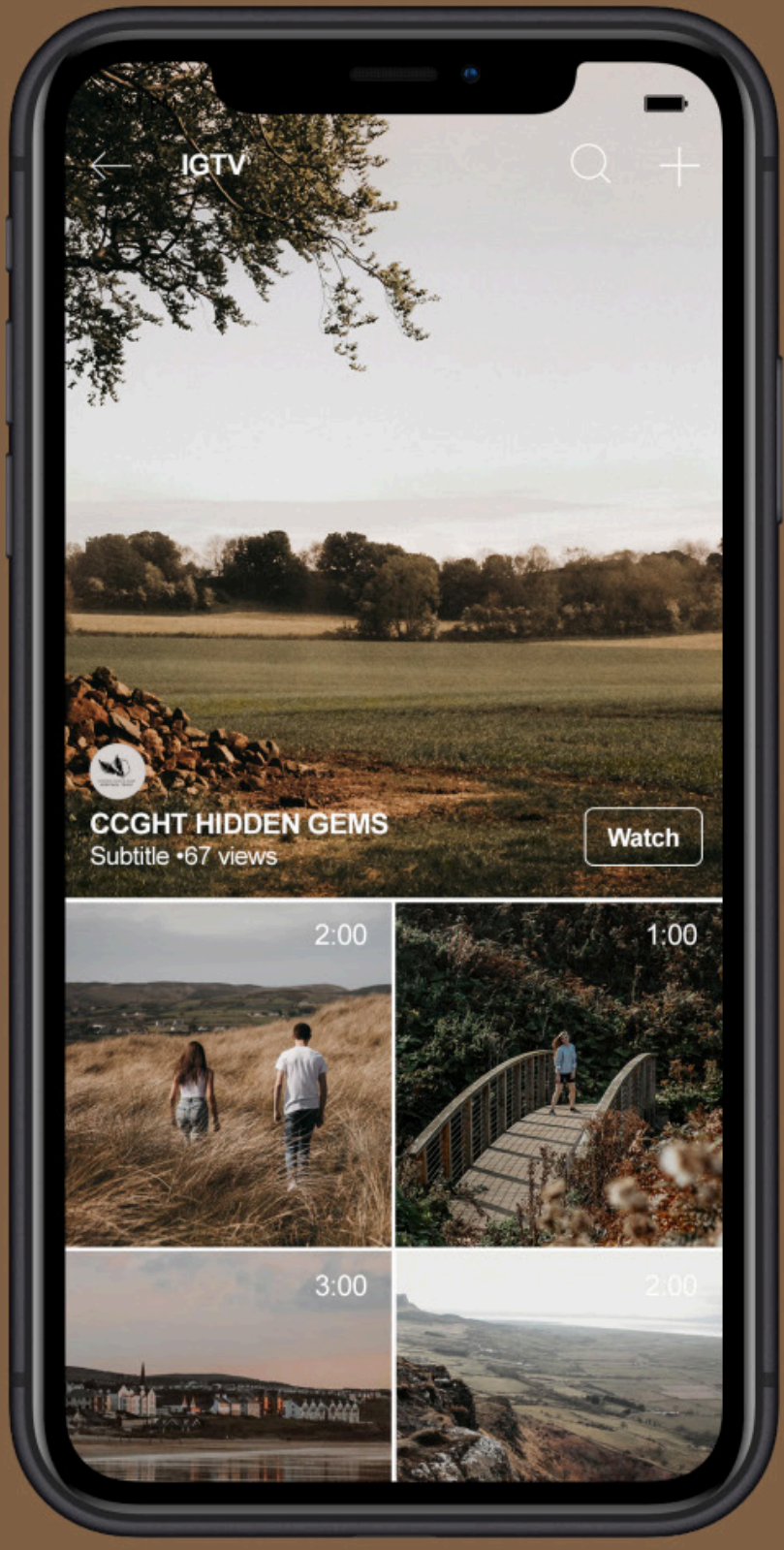
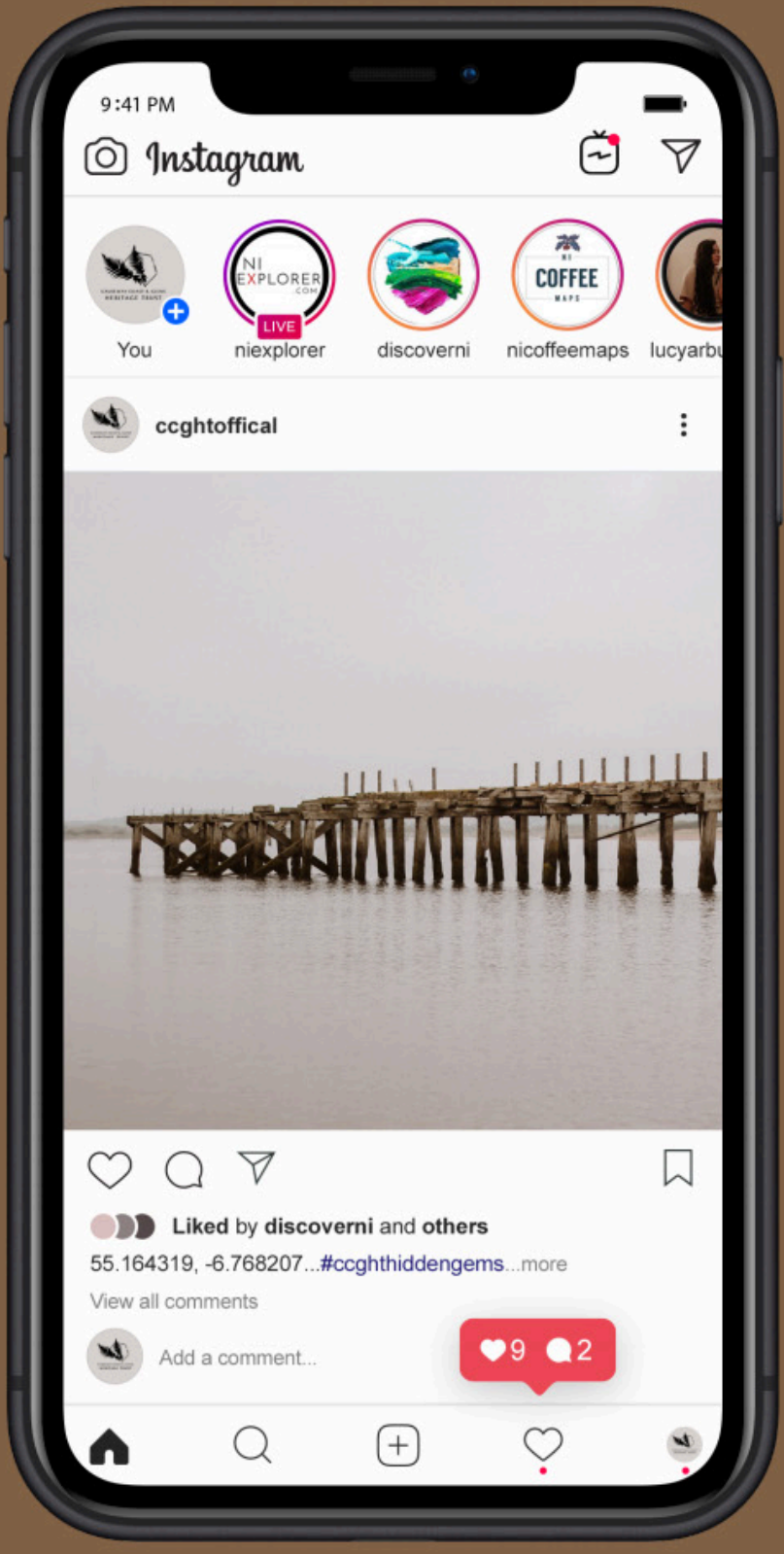
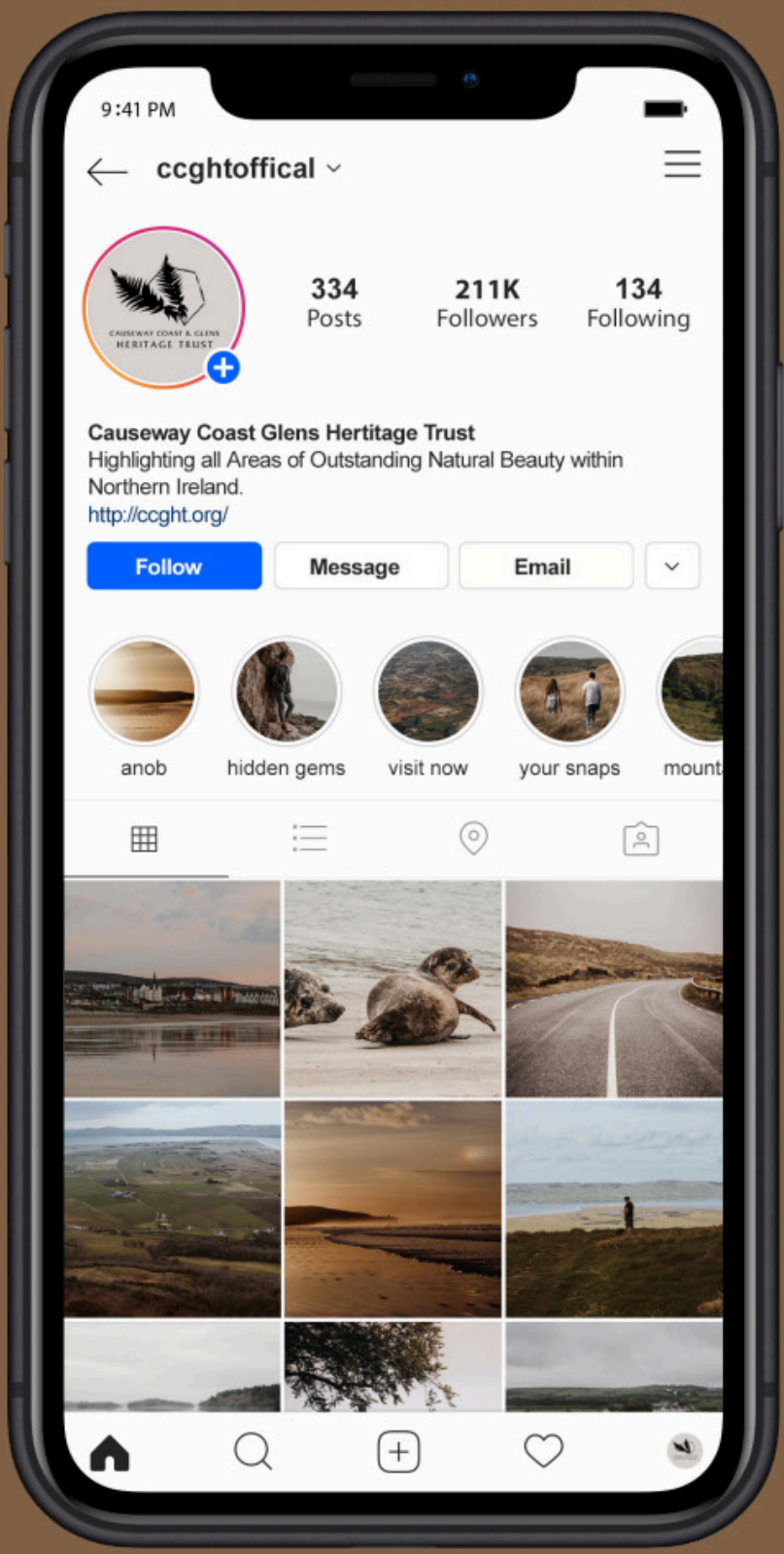
ROAD TRIP INSTAGRAM

MOCK UPS



HIDDEN GEMS INSTAGRAM

MOCK UPS



COMMUNITY PARTNER

CLIENT MEETING NOTES AND FEEDBACK

Date; 9th of November 2020

Present;

Nikki Maguire

(AONB/WHS Projects Manager)

Claire Mulrone

(Community Engagement Manager,

Access & Educational Outreach -

Community,

Academic Business Development)

Lucy Arbuthnot

(Interactive Media Student)

Zoe Clarke

(Interactive Media Student)

In this meeting, Zoe and I both presented our individual pitch to the community partner ccght. Both Zoe and I had worked individually on different concepts which included unique themes, storyboards and Instagram mockups to give the client a complete user experience to the look and feel of each idea we were pitching. This meeting was hosted on Microsoft Teams which meant we pitched virtually and were able to share our computer screen with all present within the meeting. I felt this way of doing the pitch was very professional and the meeting had an extremely positive outcome. Each individual presented two different concepts: I presented two ideas, one being 'Road Trips' and the other being 'Hidden Gems'. Zoe also presented two ideas one called '#chasingCCGHT' and the other one 'Greenspace & Wellbeing'.

During the pitch Nikki made her decision based upon a "gut feeling" and through that feeling, she decided that she wanted to see "hidden gems" become the main outcome. Elements of Zoe's concepts were also selected to try and add to the major outcome. Nikki loved Zoe's concept of enhancing "green space" and through this targeting, these hidden gems to release a sense of calmness and a moment where all anxiety was gone. As the meeting went on more elements from both our concepts were added in also. Nikki loved the use of my geotag and hashtag elements to help to get the target audience to interact as well as the white font/ typeface in my concept she strongly felt this should be incorporated in the final outcome. We all agreed to include these concepts. Claire stated that she would like us to research for a local poet that we could use to help to tell the calming narrative of the area and lastly Nikki finished by saying that she liked the colour palette of the well-being Instagram mockups and use of natural sounds which she believed will go hand in hand as a project altogether.

REFLECTIONS

Pre-production planning and storyboarding normally wouldn't be my strongest side of any visual project. I love going straight into creating the post-production outcome. This time around I really felt the three ideas I had just naturally came to me after our first official meeting with our client CCGHT. In-Land Natives would probably have been my favourite out of the three, however, It wasn't appropriate for the current restrictions with covid-19. I love getting to know other creatives and documenting their story. This is something I regularly do outside of my university life. I am all about supporting local and supporting small. Next to this Idea came ccght Hidden Gems. This was the idea selected during our pitch presentation to our client. I was really chuffed with this because it felt very personal to share some of the hidden gems that I have discovered during my life growing up on within the causeway coast area. Lastly was road trips- this idea came to me when I was actually out exploring with my family bubble in my dad's camper van. Many of my summer 2020 restricted adventures were road trips around the Coast and Antrim Glens area. During this time I really grew a deeper love for the country that I am from instead of mourning the fact that I couldn't travel further abroad this year.



© lucyarthnot

OVERALL FEEDBACK

Great PITCH



Claire Mulrone
Nov 9 · Notified 3 people

Well done Lucy and Zoe

What a great pitch. Nikki was very impressed with the work you both presented. your delivery was confident and professional.

So the client has decided to following..

1. The CCGHT instagram campaign will be an amalgamation of the Hidden Gems and Green Space concepts.
2. Love the use of the geo tags should this should be incorporated.
3. Please use white font or your choice on the posts.
4. develop 4 stringers and a 3minute video
5. great new hashtags and explore the mental health COVID links, keep #GreenSpace and #HiddenGems
6. provide a list of organisations, influencers, bloggers that CCGHT could be encouraged to follow and use the posts and #hashtags
7. Create a portfolio of photographic materiel CCGHT can use but ensure you identify each of your names on the images you capture and link to your own instagrams
8. set up a CCGHT instagram account.
9. Nikki to provide you a list of Hidden Gem locations to be included int then campaign.

CCGHT Video project



Nikki Maguire <Nikki@ccght.org>

Mon 09/11/2020 17:15

To: Lucy Arbuthnot; Zoe Clarke



Lucy, Zoe,

Thanks for your fantastic pitches today. To follow up here are some hidden gem locations I think speak well to our work and your project:

Binevenagh AONB

Ballyhacket viewpoint

Bann Estuary on the Portstewart side maybe?

Waterfall at downhill forest, burrenmore Road

Largantea Picnic area

Swanns bridge

Station Road Ballykelly – not in the AONB but is in a project we are working on

Causeway Coast AONB

Bushmills tramway walk

Portaneevy carpark- great views

Runkerry Beach /Bushfoot beach

Dunseverick Castle and Harbour

Antrim Coast and Glens AONB*

Creagh Wood Cushendun

Ballycastle Forest/Breen wood – these are across the road from each other.

Ronans way Cushendun

Board walk at Waterfoot/Glenariff beach

Cranny falls Carnlough

Glenarm Forest- lovely river with trees over it

Dungonnel Dam

FEEDBACK DURING PITCH

"A Hidden Gem working with the idea of wellbeing. This idea of here is a hidden gem that you can come to for some peace and solitude. Hearing and enjoying nature, choosing to have a moment of awe within your ordinary day." - Nikki Maguire

"Let this be the source of inspiration for exploring somewhere new during this climate that we are in." - Nikki Maguire

"The Geotags are a genius idea to give people a sense of adventure and encouraging them to take the roads less travelled and feel like they have discovered these places for themselves without someone holding their hand on how to get there." - Claire Monroe

"Seen this online and it reminded me of the Robert frost poem Lucy discussed, using a local poet would connect the landscape with local artists." - Claire Monroe

"I'd like to ensure the majority or at least 50% of locations are not beaches/coastal as I am keen to emphasise there is much more to the area than the coast." - Nikki Maguire



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PITCH CONCLUSION

The conclusion was that we will develop four stinger videos and a three-minute promotional video. As a team, we would create an Instagram catalogue that includes a list of hashtags, images, caption details and encouragement on how to maintain professionalism. Zoe and I both spent time mastering a colour palette that best suited our client and worked really hard to display those tones within the Instagram account. Additionally, we will provide a list of organisations, influencers, and bloggers that CCGHT could be encouraged to follow and collab with. The catalogue will be attached with a portfolio of content that I have taken during the past few months that CCGHT can use with credits to both Zoe and myself under each image. We have also been tasked to set up this Instagram account for the client and leave them with enough content and inspiration to keep them going in the new year.



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FINAL OUTCOME

FIRST STINGER VIDEO - DUNSEVERICK CASTLE

Location: Dunseverick Castle.

Geotag: 55°07'57.5"N 6°02'29.4"W

Videographers: Lucy Arbuthnot and Zoe Clarke.

Editor: Lucy Arbuthnot.

Sound Engineer: Zoe Clarke.

Caption: The time has finally come to show you the first teaser of our Hidden Gems Campaign. Inspired by finding solitude exploring the outdoors, we have discovered amazing hidden gems in the Causeway Coast and Glens. First up is Dunseverick Castle rich with history and breathtaking views.

Have you got some hidden gems saved on your camera roll? Share them with us using #hiddengemsscgt for the chance to feature.

Voice Over Script:

"Dunseverick Castle is situated in County Antrim, near the small village of Dunseverick and Giants Causeway. Where the causeway cliff path also runs past on its way to Dunseverick harbour to the east and to the Giant's Causeway to the west. Get lost in the rich history of this hidden gem and the stories these ruins hold. Walk the path Saint Patrick explored himself at the beautiful castle in the 5th Century AD where he baptized a local man called Olcan who later became a Bishop of Ireland. Let your imagination run free as you create the memories these walls have seen. In the early 1600's this castle was captured and destroyed by General Robert Munro and his troops. A small residential tower survived until 1978 when it eventually surrendered to the sea below. Today only the ruins of the gate lodge remain."

Narrated by: Zoe Clarke



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FINAL OUTCOME

SECOND STINGER VIDEO - BANN ESTUARY

Location: Bann Estuary

Geotag: 55°16'59.04"N 6°7469.06"W

Videographers: Zoe Clarke (footage shot on iPhone)

Editor: Lucy Arbuthnot.

Sound Engineer: Zoe Clarke.

Caption: Portstewart Strand beach is always a favorite spot here in Northern Ireland! Did you ever wonder where off beaten paths among the sand dunes would lead you? We explored the beautiful Bann Estuary. (A tip from one explorer to another - keep an eye out for Life buoy 10.)

Have you got some hidden gems saved on your camera roll? Share them with us using #hiddengemscgth for the chance to feature.

Voice Over Script:

"Step into a hidden gem as you walk through the six thousand year old sand dunes at Portstewart strand, one of Northern Ireland's best beaches. Walking to the river's edge at the Bann Estuary explore the hidden scenery, crashing waves and journey off beaten paths to calm the soul. Climb the sand ladder at the lifebuoy 10 to leave the golden strand behind you. Soon, you will enjoy the tranquillity of the dunes where wildflowers dance in the breeze."

Narrated by: Zoe Clarke



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FINAL OUTCOME

THIRD STINGER VIDEO - GLENARIFF WATER RESERVE

Location: Glenariff Water Reserve.

Geotag: 55°01'93.17"N 6°12'39.52"W

Videographers: Lucy Arbuthnot and Zoe Clarke

Editor: Lucy Arbuthnot.

Sound Engineer: Zoe Clarke.

Caption: Known as the 'Queen of Glens' we discovered the trails of Glenariff Waterfall Reserve. It is the largest and most spectacular of the Antrim Glens. As our third hidden gem location it's relaxing sounds of water and nature is sure to be enjoyed by all.

Have you got some hidden gems saved on your camera roll? Share them with us using #hiddengemsscgh for the chance to feature.

Voice Over Script:

"Glenariff Waterfall Nature Reserve lies within the breath-taking Glenariff Glen, known as 'Queen of Glens' It is the largest and most spectacular of the Antrim Glens, located approximately 5km from the coastal village of Waterfoot. The deep wooded gorge contains a mixture of semi-natural upland oak and plantation wood with pools, rapids and waterfalls. Allow your senses to guide you as you follow the marked trail into the Reserve, strolling through rich oak, hazel, ash and willow by the water's edge, with occasional shrubs of holly, elm, sycamore and rowan. The forest is vibrant with the sound of resident and migrant birds including wagtails and dippers. The sharp-eyed individual may be able to spot St. Patrick's favourite plant called St. Patrick's cabbage. Look out for small woodland creatures including the Red Squirrel as you wander through the Reserve and listen to the water as it tumbles gracefully into the lower river, spraying the nearby rock walls. The light peeks through the trees onto the glistening rocks, home to various mosses and liverworts."

Narrated by: Zoe Clarke



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FINAL OUTCOME

FOURTH STINGER VIDEO - BALLYHACKET VIEWING POINT

Location: Ballyhacket Viewing Point

Geotag: 55°12'45.10"N 6°8427.68"W

Videographers: Lucy Arbuthnot and Zoe Clarke.

Editor: Lucy Arbuthnot.

Sound Engineer: Zoe Clarke.

Caption: Go from a dry coastal drive to a snowy mountain in minutes. We explored fantastic views at this special place called Ballyhacket Viewing point.

Have you got some hidden gems saved on your camera roll? Share them with us using #hiddengemscgght for the chance to feature.

Voice Over Script:

"Ballyhackett View Point is a hidden gem that is enjoyed in all seasons. Braving up the mountain road on a beautiful crisp winters day, take in the breathtaking view below. Situated only a few miles from the famous Mussenden Temple and local villages Articlave and Castlerock, the short drive up the mountain is rewarded with a stunning view of the land and sea. Bring a picnic and be present in the stillness and silence this hidden gem offers."

Narrated by: Zoe Clarke



© lucyarbutnot

FINAL OUTCOME

CCGHT PROMOTIONAL VIDEO

Locations: Ballyhacket Viewing Point, Bann Estuary, Dunservick Castle and Glenariff Waterfall Reserve.

Videographers: Lucy Arbuthnot and Zoe Clarke.

Editor: Lucy Arbuthnot.

Sound Engineer: Zoe Clarke.

Caption: It's finally here! Our showcase of Causeway Coast and Glen's Heritage Trust's Hidden Gems. Even in a Pandemic, we have worked together virtually with a range of amazing creatives to create this wonderful video. In partnership with the Science Shop at Ulster University, we want to inspire others to look after their mental health by exploring the outdoors.

Have you got some hidden gems saved on your camera roll? Share them with us using #hiddengemscchg for the chance to feature.

Voice Over Script:

"Far across yonder blue lies a true fairy land. With the sea rippling over the shingle and sand. Where the gay honeysuckle is luring the bee. And the green glens of Antrim are calling to me. If only you knew how the lamp of the moon. Turns a blue irish bay to a silver lagoon. You'd imagine the picture of heaven it would be. Where the green glens of Antrim are calling to me. Soon I hope to return to my own Cushendall 'Tis the one place for me that can outshine them all. Sure I know ev'ry stone I recall every tree. Where the green glens of Antrim are calling to me I would halt at a cabin close down by the shore. And I'd knock with my heart at that wee cabin door. While the sun showered gold in the lap of the sea. And the green glens of Antrim were smiling at me.

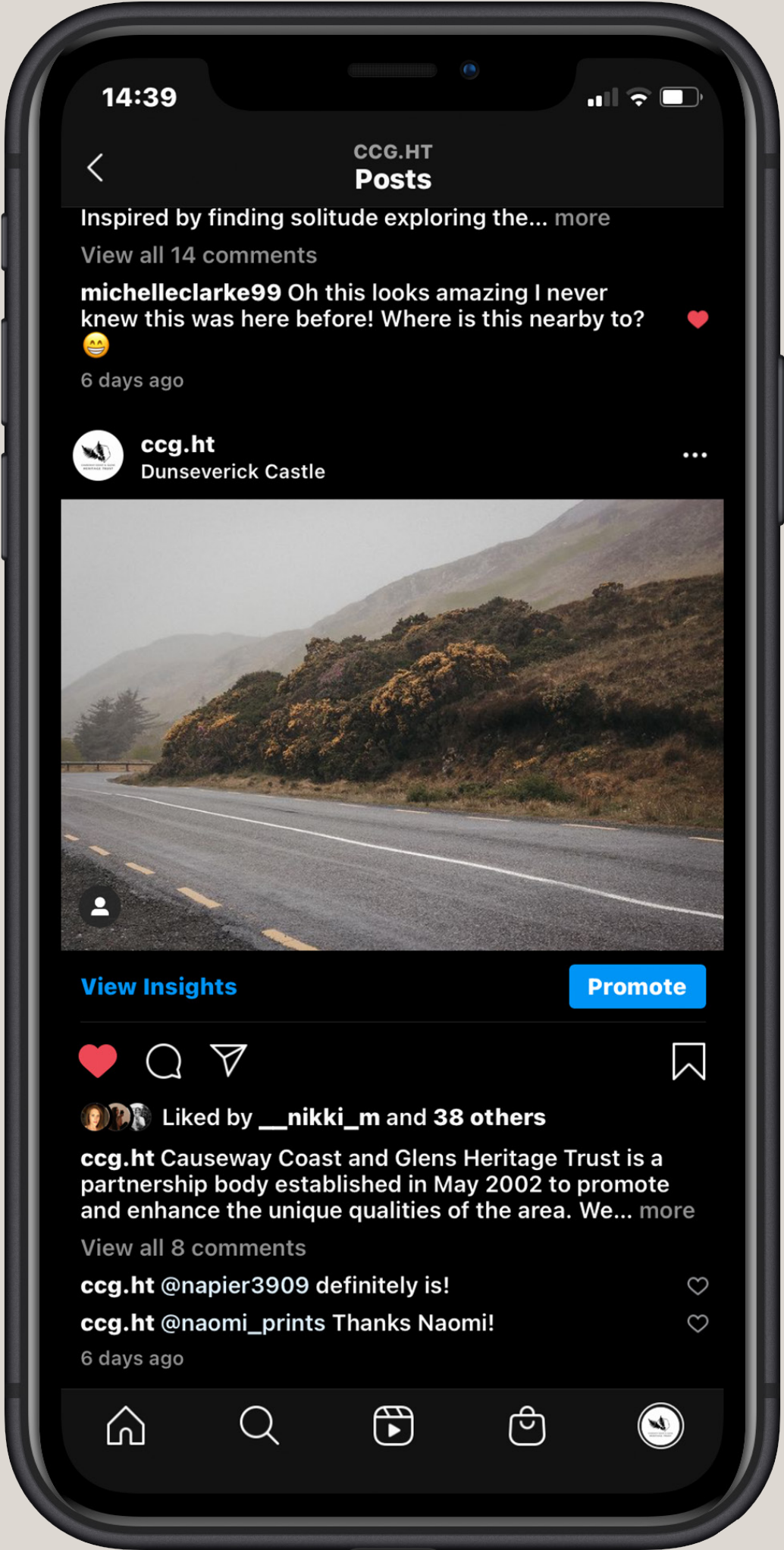
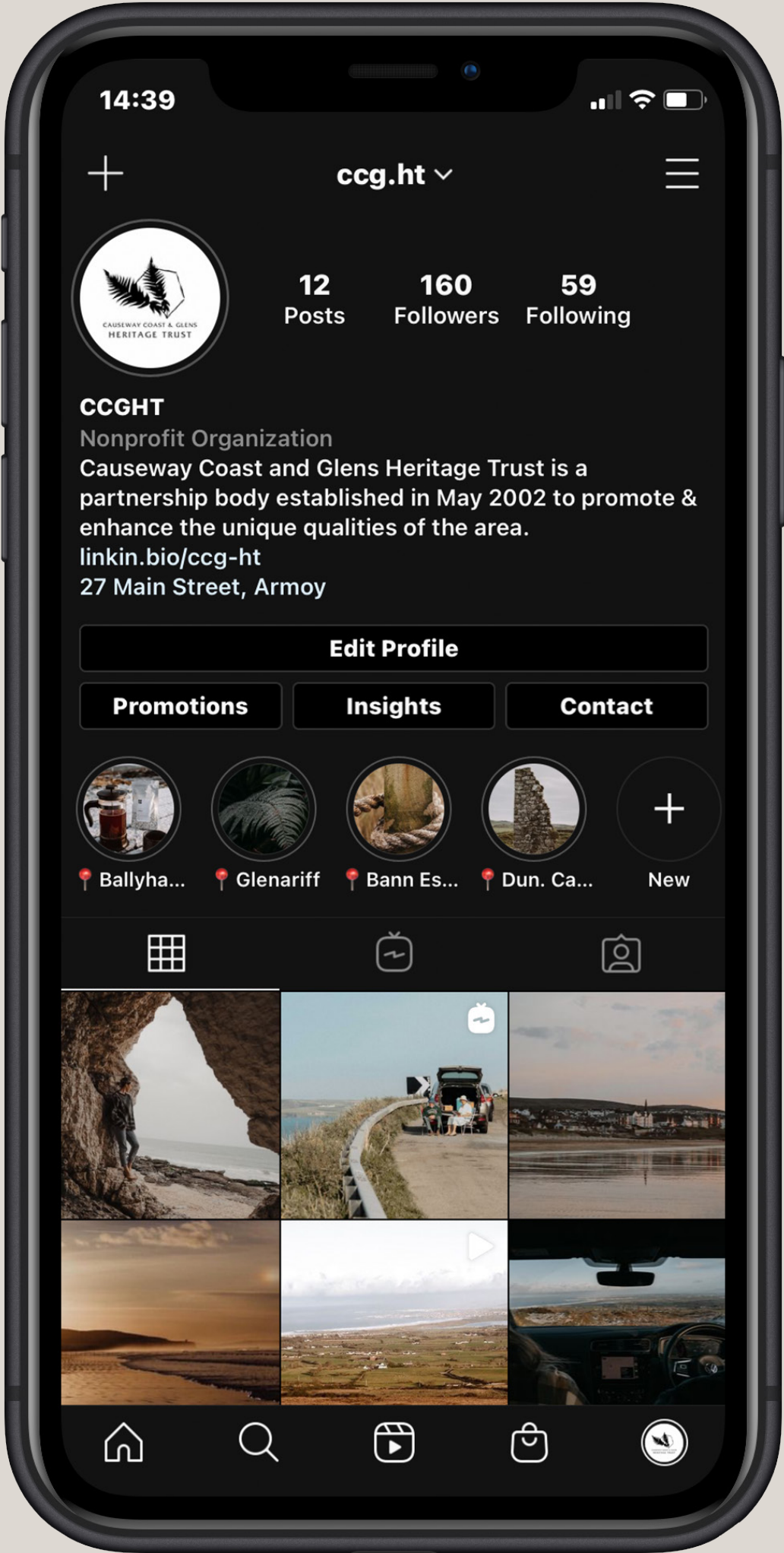
Narrated by: Zoe Clarke

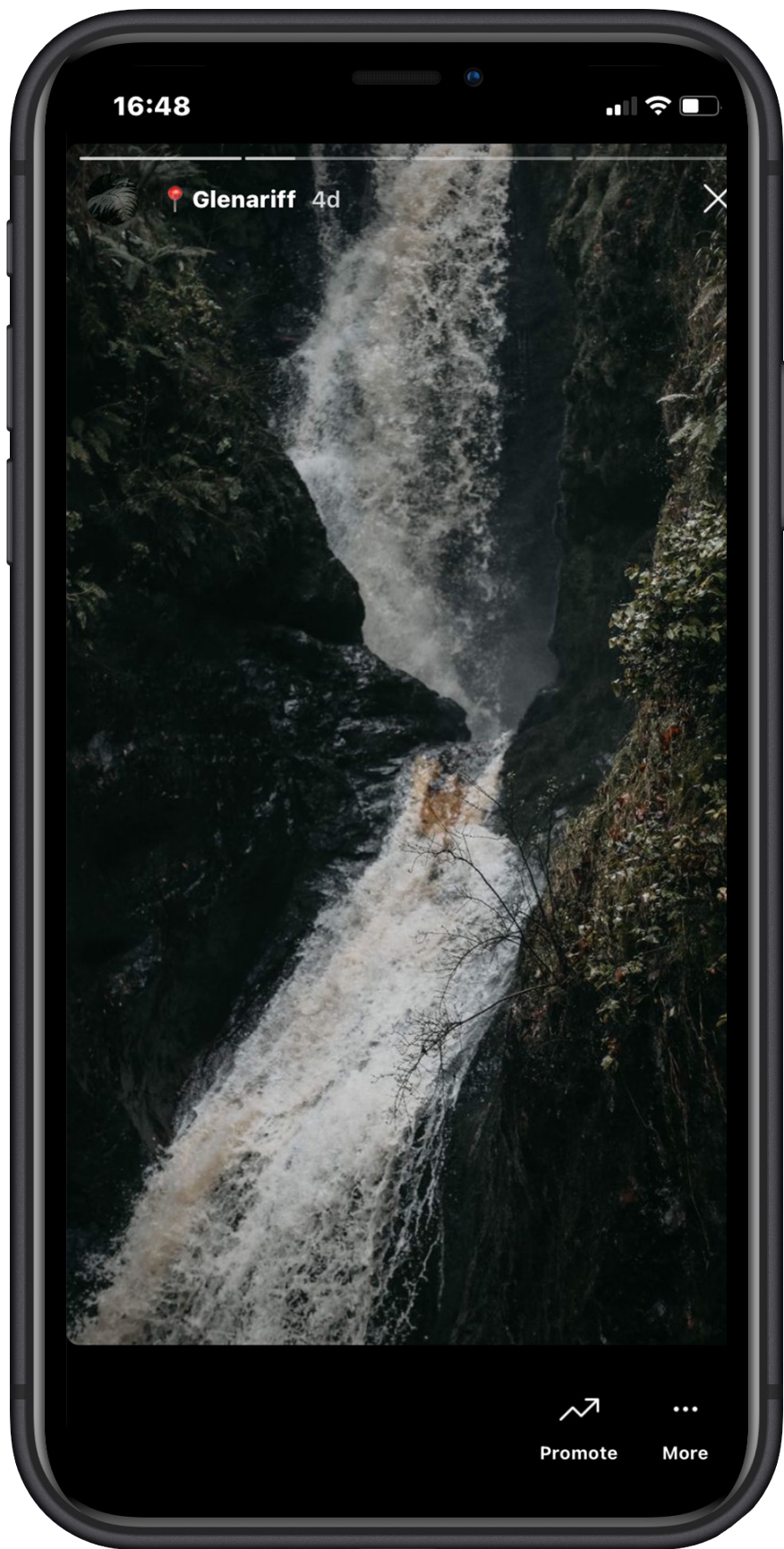


© lucyarbutnot

INSTAGRAM PROFILE OUTCOME

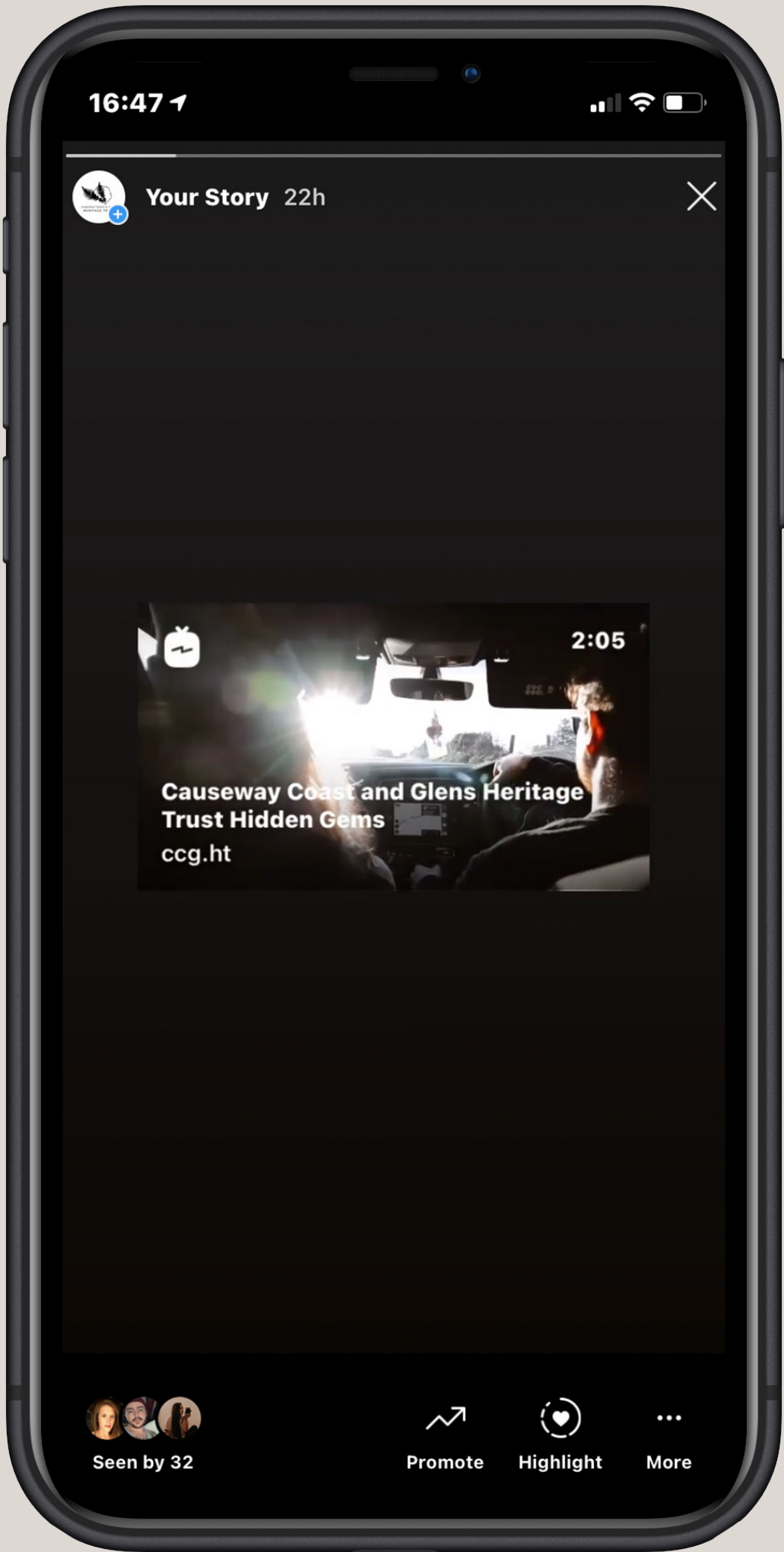
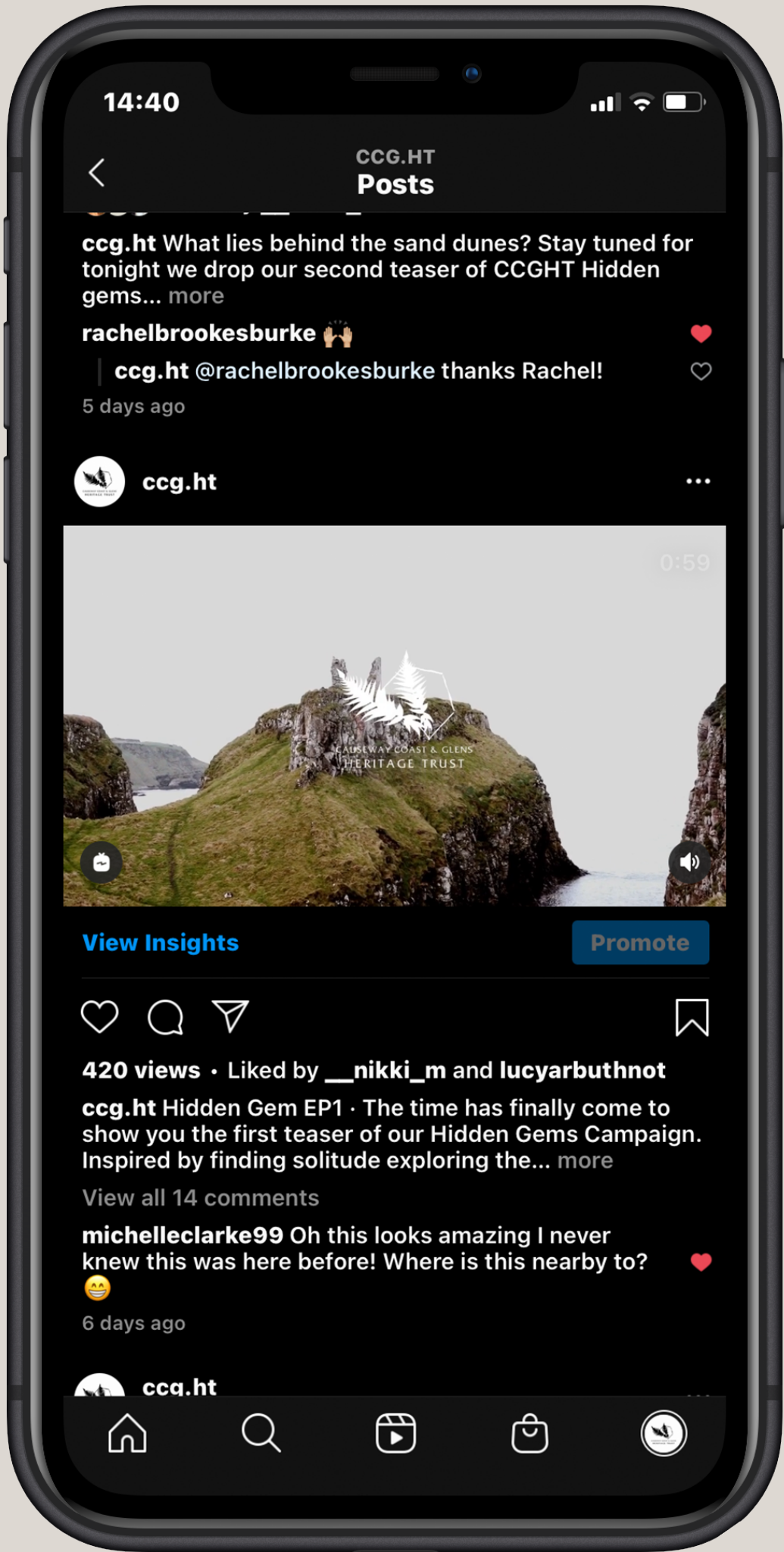
LOOK, FEEL, ENGAGEMENT AND INTERACTIVITY





INSTAGRAM PROFILE OUTCOME

LOOK, FEEL, ENGAGEMENT AND INTERACTIVITY



These Instagram mock-ups show everything we have created and displayed through this Instagram campaign for ccght. The following, likes, comments, story views, account interaction and engagement has been clearly shown. Zoe and I both are really happy with the outcome of this account. One week in and the engagement with the targetted audience has been incredible. I look forward to seeing how the account continues over the new year with the stock file of content that we have provided.

INSTAGRAM CATALOGUE

In addition to the promotional videos, Zoe and I agreed to create a catalogue for CCGHT. This catalogue was a marketing strategy document to advise and help CCGHT continue to grow its online presence once we are done with the campaign. This catalogue included various elements such as account details, hashtags, stock file of images, influencers to connect with and inspiration. We identified each team member's name and Instagram links for identification and credit of content produced.



© lucyarbutnot

INSTAGRAM CATALOGUE

Hashtags are key elements to promote and engage with followers on Instagram. Here are suggestions of Hashtags that should be used in conjunction with all stinger videos, the three-minute promotional video and any other posts relating to the CCGHT Instagram Campaign. These hashtags should indicate the themes and relevant words in regards to the promotional videos and content posted.

#greenspace

#hiddengemccght

#hiddengemsNI

#ccght

#careforcoast

#vitaminG

#inlandandupland

#exploringccght

#adventuringccght

#AONB

#areaofoutstandingnaturalbeauty

#positivemind

#mentalhealthccght

#greenspaceformind

INSTAGRAM CATALOGUE

Instagram is a community hub which should be explored. Connecting with many relevant organisations and influencers/bloggers. Supporting each other's online profile and brand can lead to many promotions, new followers and future collaborations. Networking on social media is just as important as in person. The realm of opportunities that can come from building strong communities is endless.

ORGANISATIONS

Causeway Coast and Glens Event
Causeway Coast and Glens Borough Council Managed
and Funded Events
@causewayglensevents

Discover Northern Ireland
Official NI Tourist Board
@discoverni

Explore Northern Ireland
Travel Company
@explorenorthernireland

Trek Northern Ireland
Family-run and eco-conscious brand and
community blog
@trekni

NI Explorer
Local and Travel Website
@niexplorer

Northern Ireland Travel
Travel company
@instanorthernireland

INSTAGRAM CATALOGUE

Influncers and Bloggers

Visit Causeway Coast and Glens
Causeway Coast and Glens Travel Blog
@visitcausewaycoastandglens

Causeway Coastal Routes
Causeway Coastal Travel Blog
@causewaycoastalroute
North Coast Hype

North Coast Travel Blog
@northcoasthype

Emily Mary McClean
NI Travel Blogger/Influencer
@sloopemc

Northern Ireland Feature Page
Photography page
@instani

Sasha Ferg
NI Travel and Urbex Influencer
@sashaferg

Insta Ireland
Irish roadtrip Guides
@instaireland

Influncers and Bloggers

Robert Sanlon
Travel Photographer
@robert_sanlon

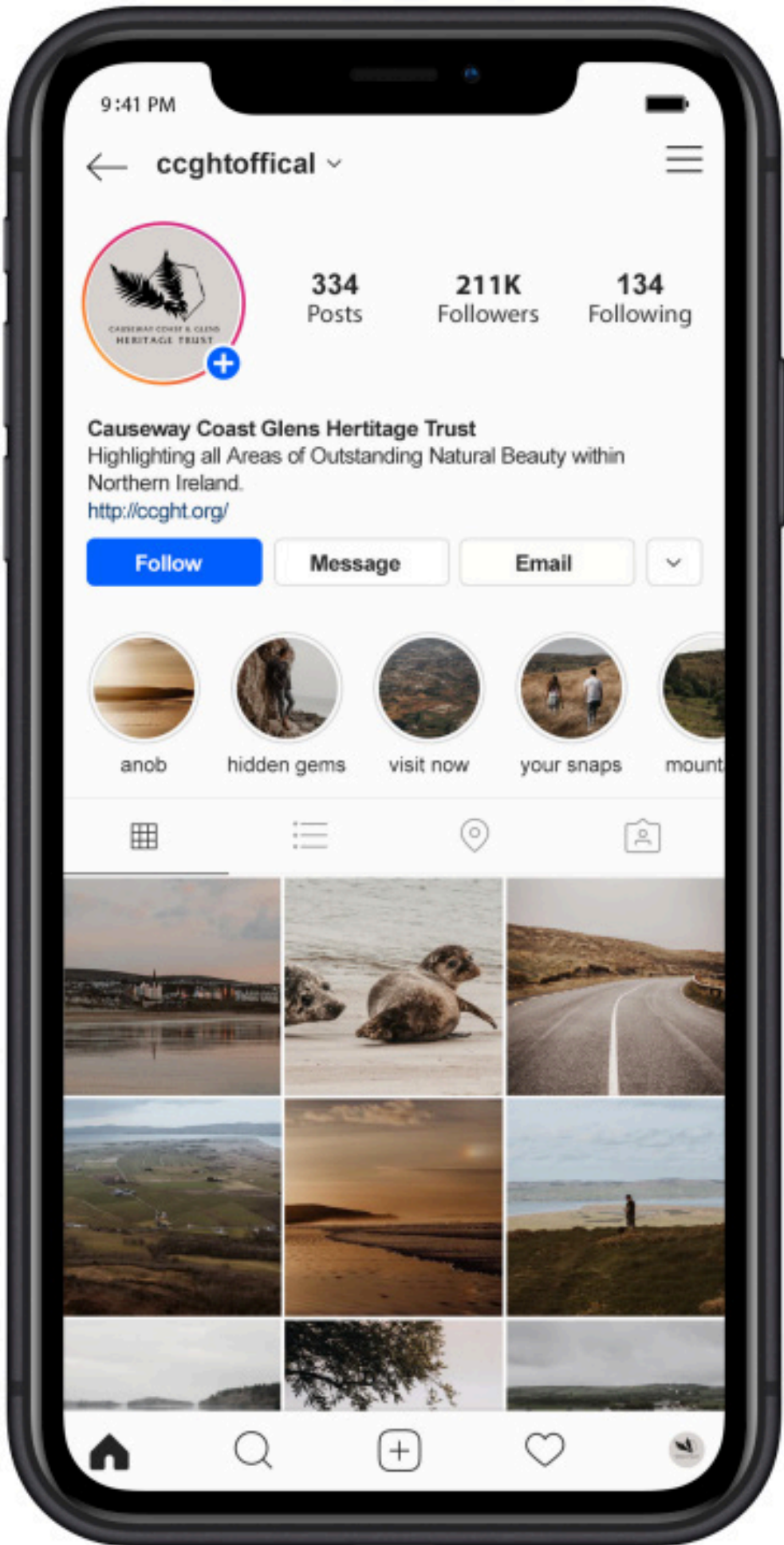
Ireland Passion
Travel blog
@ireland_passion

Mental Health by Lee
Mental health and community blog
@mentalhealthbylee

Mental Health UK
Charity Organization
@mhealthuk

Mind Charity
Charity Organization
@mindcharity

INSTAGRAM LOG IN DETAILS
username: ccg.ht
password: CCGHT\$\$2020



PHOTOGRAPHIC MATERIAL

Attached is a portfolio of photographic material by both Lucy Arbuthnot and Zoe Clarke which CCGHT can use on their social media platforms to promote CCGHT. Each image's name is identified who took the photography. Please ensure that credit is given to both creatives for each photograph in captions such as 'Photo by @missmediaphotography'.

Credits Given to

Lucy Arbuthnot @missmediaphotography

Zoe Clarke @clarkecreated



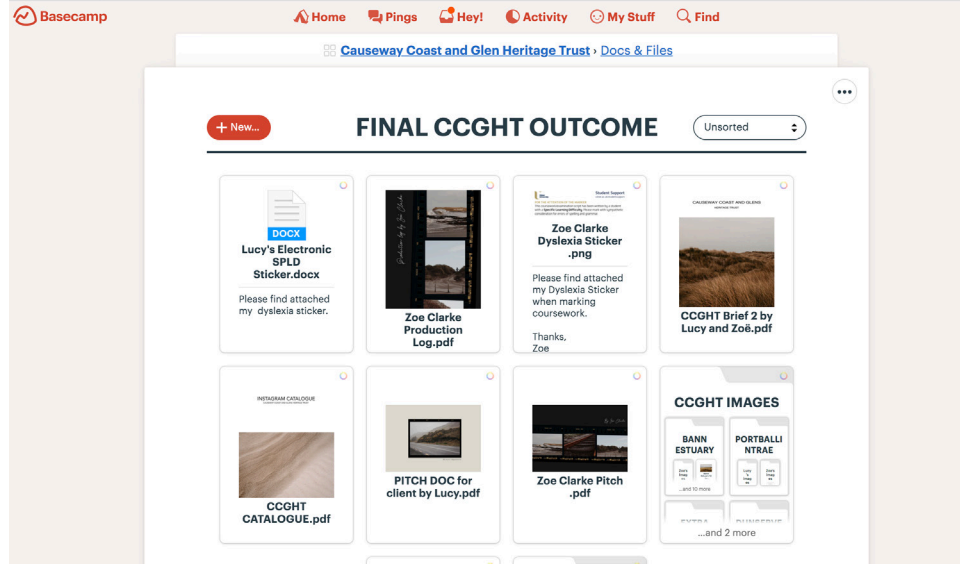
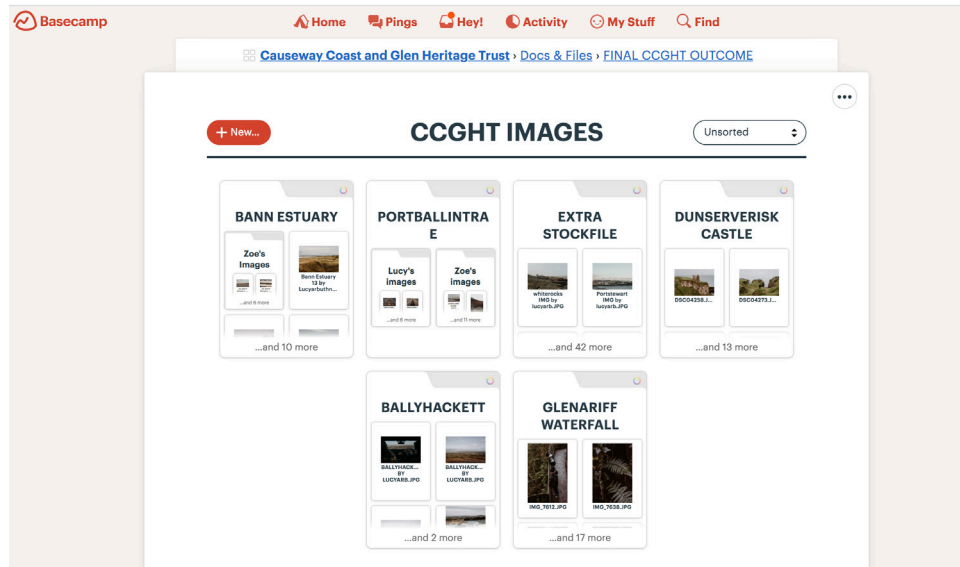
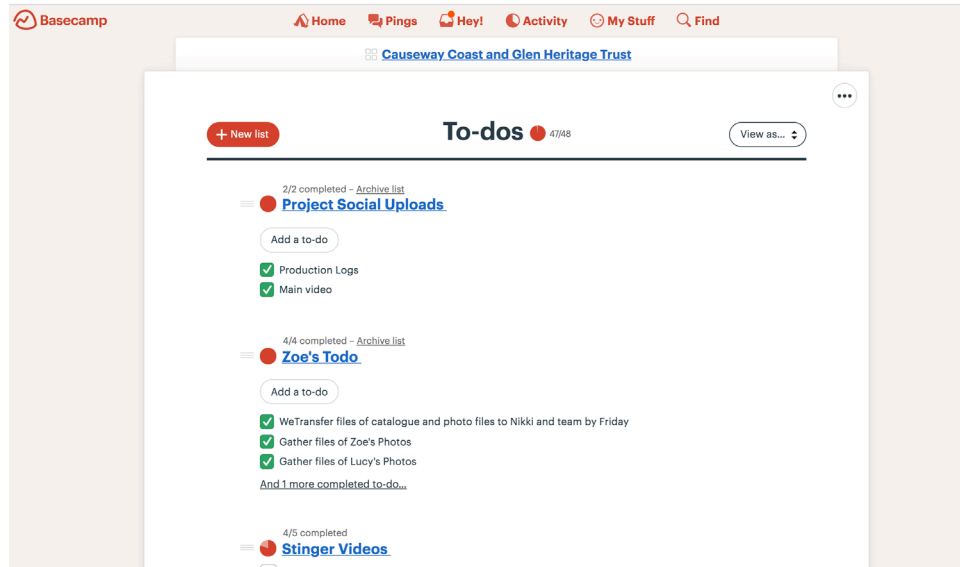
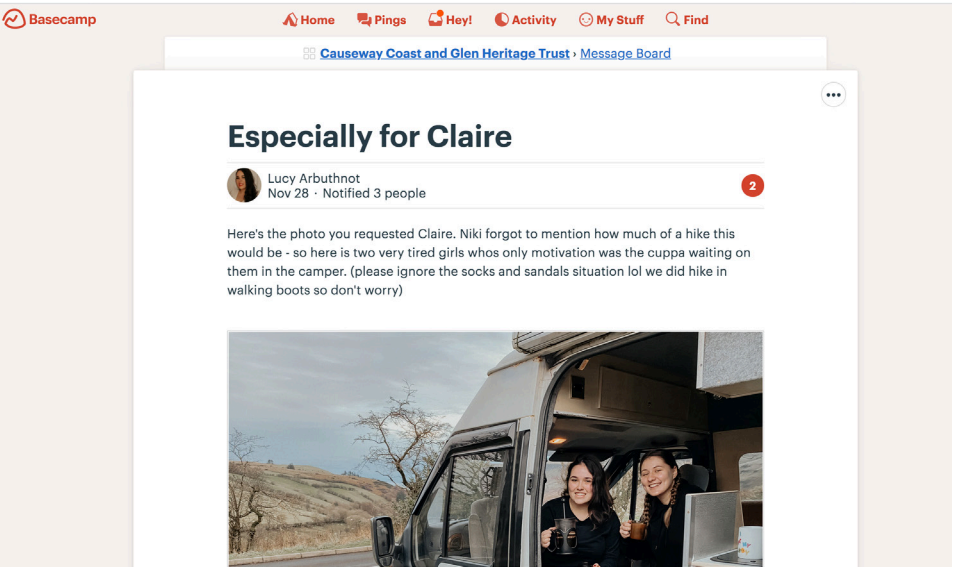
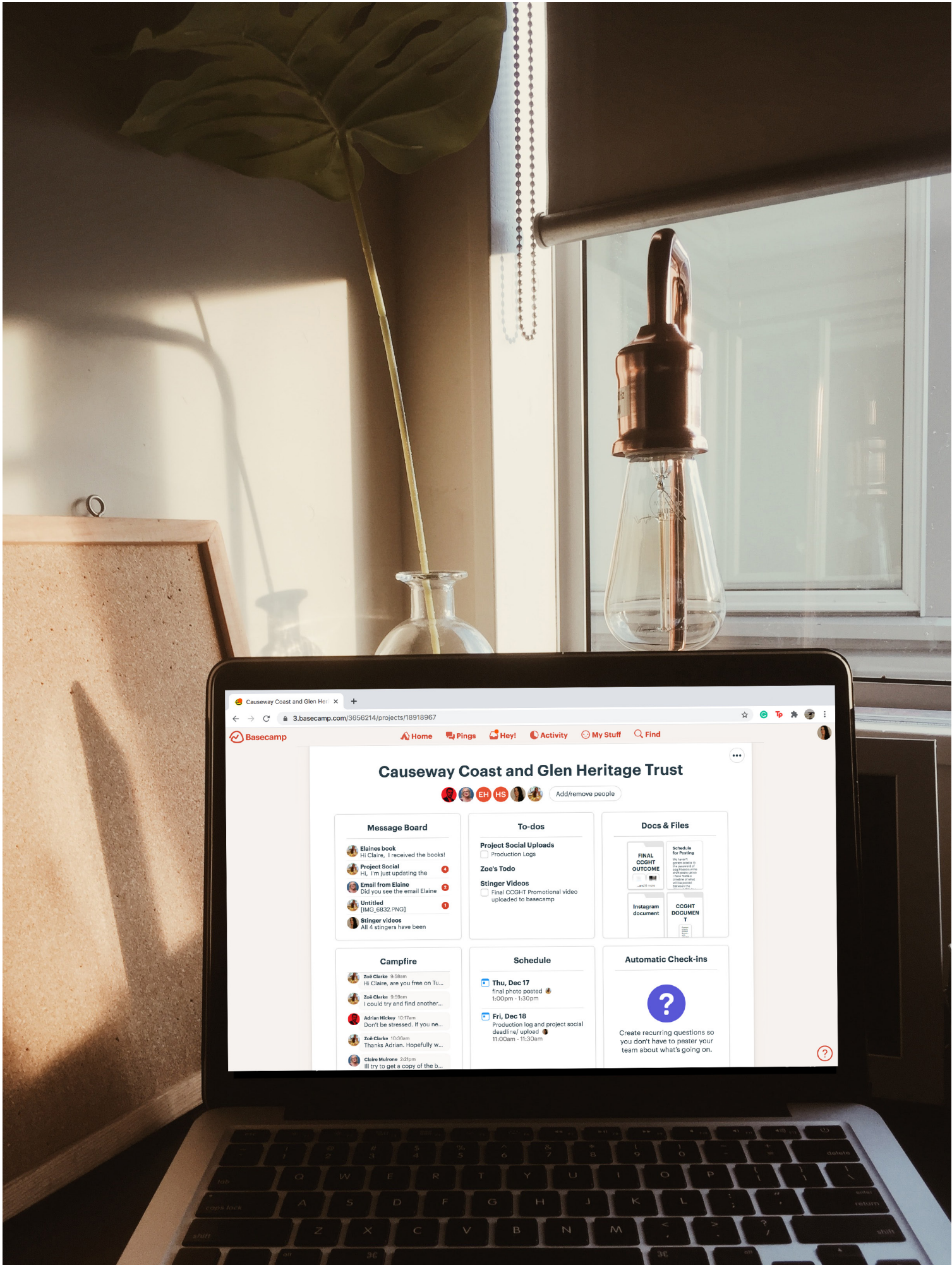
© lucyarbuthnot

PROJECT MANAGEMENT

I felt Zoe and I worked extremely well together to produce a high-quality outcome. Zoe was in charge of the audio, choosing music, sound effects, and scripts which she also narrated herself whilst also assisting me at all the locations with videography and photography things. Zoe was more than happy to let me take full reign on the visual side of the project however she also enjoyed the task of filming the majority of the Bann Estuary video on an iPhone 10s and a DJI Smartphone Gimbal. For this video Zoe decided not to use a DSLR as she wanted a creative challenge to capture this location to the same standard I filmed the rest with my Sony A7iii. We both noticed and agreed that you can barely notice the difference in quality between the stinger filmed with a phone compared to the Sony DSLR filmed ones. Zoe did an incredible job at managing the social media platform and ensuring that all posts followed a daily schedule that suited both our work schedules. My main job as Visual Director throughout the whole campaign, was to take full responsibility for the video production, photography and editing. I believe that the Instagram campaign was a great success for CCGHT. A lot of praise reports were sent our way when the campaign was released to the public. We gained plenty of recognition and engagement over the 7 days that we were releasing content.

PROJECT MANAGEMENT

BASECAMP COMMUNITY, SUPPORT AND TIME MANAGING



TEAM WORK

During the beginning of this semester, Zoe and I had requested to become a group together because we were living together during the current restrictions we felt this would be a great way of completing a group project to a professional standard that we both desired. We both have a unique skill set with different strengths and weaknesses which, when combined together, could make this team project a success. Our first choice client was CCGHT which we were thrilled to have been selected for as we loved everything about this organization and felt we could really contribute towards their cause. Within this project, my responsibilities were to take charge of all video locations, shoot dates and the turn around time for having them ready for social media scheduling. I felt I had a big responsibility to capture promotional content for four locations as well as having to have the finished products complete within a four week turnaround time. With Zoe's great help she successfully delegated weekly 'to-do lists', scheduled jobs and deadlines to each team member to keep us on track. I struggled with managing the theory side of the project alongside gathering the promotion content meaning I went days without writing up or replying in basecamp because I was so consumed within the visual content and physical outcome. Overall I can wholeheartedly state that this has been my favourite module to date within my time at Ulster University. Exploring various locations together to film and photograph material is something both Zoe and I have been doing on our spare time throughout our University experience together so it felt great knowing that this time it was counting towards something. I feel we both listened to each other and communicated well throughout the entire project. Zoe was great at always reminding me to check before finalising any piece of production if it suited to the clients brief and needs. Learning to constantly communicate with my team was defiantly a skill I learnt as time went on because it was essential to remain in close contact with the client, and team members throughout the entire project. I feel both Zoe and I worked faithfully towards creating an atmosphere where we could listen and understand each other. No doubt there were a few minor disagreements, despite the current complications and restriction with covid 19, I am pleased with how this project turned out and with how well we both performed.



WORKING FOR A CLIENT

Causeway Coast and Glens Heritage Trust (CCGHT) were both Zoe and I's first choice client. We both left our first meeting with them feeling so positive and excited about the outcome. Initially, they had requested that we made them promotional videos that were "short and snappy", however as time went on we discussed how we could help them to reach a new audience via Instagram. From there Nikki (CCGHT Project Manager) approved for us to create them an Instagram campaign to go alongside our promotional videos. After a few weeks of an agreement to use Instagram as the main platform, the community partner requested to change a few things within the project outcome. We felt there was a lack in maintaining clear communication between all involved within the organization resulting in some members not being happy with this bold move and step outside of their comfort zone by learning this new app called Instagram. Nikki advised halfway through the production that we should use Facebook instead of Instagram for creating the promotional videos. This quickly became an issue as we had already based all our research on an Instagram campaign for the organisation as well as having started the actual production side of the project. Zoe and I both felt that it was too late to make such big changes. We automatically contacted Claire via basecamp who was a great support and took time to re-communicate the agreement with the client, all issues were quickly resolved within 24 hours leaving us back on track to complete the project to the original brief and agreement. Nonetheless, Nikki was extremely encouraging, and understanding throughout the entire project. She always made herself available to answer any questions we had and kept in close contact to communicate with us. I personally feel that Nikki fully supported our campaign and did a great job at getting her other colleagues on board to support us too once the account was live. The overall outcome of working with the client was very positive. We both felt very fortunate to have had the opportunity to work with CCGHT and enjoyed helping them to promote their organisation. We ended with our last Microsoft Teams call 15/12/20 where Nikki personally thanked us for everything that we had contributed towards this campaign.



Nikki Maguire <Nikki@ccght.org>

Wed 16/12/2020 10:42

To: Zoe Clarke; Lucy Arbuthnot



Zoe and Lucy, thank you very much for working on the Instagram campaign for CCGHT. You have both gone above and beyond to support us getting Instagram off the ground and some modern imagery to use.

By way of thanks I have put a gift voucher or each of you behind the desk at Amici. Hopefully this goes some way today's celebratory meal for the project.

Have a fab Christmas and I look forward to seeing the project celebration in 2021.

Thanks, Nikki

Many thanks,
Nikki Maguire, Causeway Coast Project Manager

Currently working from home and usually working 8am – 5pm Monday – Thursday and 8am – Midday Friday

E: nikki@ccght.org P: 07718192402

W: www.ccght.org



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