**Video Link:** [**https://vimeo.com/592478519**](https://vimeo.com/592478519)

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| **PROJECT PLAN** |
| Project Name | *The Age of the Label* |
| Objective | *By October 20, to generate awareness around the nature and dangers of promotional culture, specifically to reach 10,000 accounts from 18-24 year old social media users, with 50% of viewers watching at least 1.5 minutes of the video. In the same time frame, to promote action through discussion, generating positive reactions, 100 comments and 50 shares.* |
| Target Audience | *18-24 year old social media users* |
| Single Key Message | *Brands and promotion are embedded in our everyday lives, our social lives, and in formerly authentic spaces – this can be dangerous.* | KPIs | *Reach, Likes, Comments, Watch Duration, Shares* |
| Call to Action | *Greater awareness, Sharing*  |
| Video Type | *Piece to camera* | Platforms | *Facebook, Instagram, TikTok, Twitter* |
| Music description/ref. | *Similar to:*  | Video style description/ref. | *Similar to:* [*https://www.tiktok.com/@drkarl/video/6975417341819636994?lang=en&is\_copy\_url=1&is\_from\_webapp=v1*](https://www.tiktok.com/%40drkarl/video/6975417341819636994?lang=en&is_copy_url=1&is_from_webapp=v1) |
| Duration | *4 minutes* | Mood | *Casual, informative* |

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| **LENGTH** | **SCRIPT**  | **STORYBOARD** | **☑** |
|  |  |  |  |  |
| 00:00 | * When you look at these clouds what do you see? A bird? A dog? I see a dog.
 |  | Speaker with image behind |  |
| ‘What do you see?’ |
| No music |
| 00:10 | * What about this one? [‘TRUMP’]. I see ‘Trump’. Imagine lying down on your picnic blanket looking up at the sky and seeing that [‘TRUMP’]. There’s no escape. Weather formations aren’t even sacred. How is it that humans have managed to brand the sky??? We live in a madhouse! Or do we?
* Is it really that absurd? An authentic space that we engaged with every day now branded. What about those other spaces we engage with every day?
 |  |  | ☐ |
| Speaker with image behind |
| ‘We live in a madhouse!’ followed by ‘Or do we?’ |
| Enter music – casual, background |
| 00:35 | * The same way you can look at some smoke in the sky and associate what you see [‘TRUMP’] with specific political views and values, you might look at this [filter], this [influencer], or this [regular post] and subconsciously do the same, and even take part in their promotion. Brands are experts at getting in your head like propaganda.
 |  |  | ☐ |
| Speaker with images behind (images flick from one to the other) |
| No text |
| Music continues |
| 01:00 | * This is because of their promotional skin. Promotional skin is the layer wrapped around a commodity to give it additional value.
* Andrew Wernick described it best when he said that brands “transfer[] cultural associations on to products propagandistically”. This culture of promotion we live in is creatively named ‘promotional culture’.
 |  |  | ☐ |
| Speaker with blank background behind. |
| Text displays ‘promotional skin’ when said, displays the quotation when said, and displays ‘promotional culture’ when said |
| Music continues |
| 01:25 | * You take part in this every day.
* When you use a sponsored filter...
* You’re augmenting its brand and values onto you, wrapping yourself in their promotional skin, and you’re promoting their product the moment you apply and send it. Just think, the Disney CEO probably doesn’t care how I look with my Disney hat on. They probably just want to draw attention to their brand.
 |  |  | ☐ |
| Speaker with blank background and then transitions to speaker with image behind. |
| ‘You take part in this every day’ |
| Music continues |
| 01:47 | * When you scroll through Instagram…
* You see a mate’s pic of them in their Jordan’s; they’re promoting Michael Jordan, they’re promoting Nike, they’re promoting basketball, and they’re therefore promoting all the cultural associations that go along with it
* Hypothetically, if Jordan, a former-basketballer – were to commit some malicious crime, Nike – a clothing brand – would experience a drop in sales.
* Wack.
 |  |  | ☐ |
| Speaker with image behind |
| ‘1. Michael Jordan’, ‘2. Nike’, ‘3. Basketball’ |
| Music continues |
| 02:15 | * Even better, when you see your favourite health or lifestyle influencer promoting some fitness hack or activewear, they’re attaching the values of themselves to the product, turning their very bodies into promotion and evidence of the product they promote. [McGregor post]
 |  |  | ☐ |
| Speaker with image behind |
| ‘Living breathing ad’ |
| Music continues |
| 02:30 | * And this can be dangerous.
* Just this year in Australia, laws were introduced making all influencers use “#ad” or “#sponsored” when promoting products. This was because promotion was so embedded that it was being described as “likely to mislead or deceive” – Matt Windle.
 |  |  | ☐ |
| Speaker with blank background, transitions to image |
| Quote displayed |
| Music continues |
| 02:50 | * Brands can say what you want to hear, wrap themselves up in a false promotional skin, play into cultural values while their actions don’t align. Matt Windle was onto it [“mislead”. “deceive”. Close ups]
 |  |  | ☐ |
| Speaker with image behind |
| ‘Mislead’ displayed when said. ‘Deceive’ displayed when said. |
| Music continues |
| 03:05 | * So, we live in the Age of the Label. Where products and brands are inside of our psyches, and our everyday social lives.
* They infiltrate the once-authentic spaces of the world; conversations between friends, the image of yourself and others you see on your screen, the sky...
 |  | Speaker with image behind‘The Age of the Label’ displayed.Music continues | ☐ |
| 03:25 | * So maybe this [‘Trump’] isn’t so crazy after all. We managed to turn the sky into a promotional item the same as literally everything else. So once you scroll on after finishing this video, think about what you see online, think about what brand’s promotional skins might looks like and why, and think about who or what you might be promoting.
 |  |  |
| Speaker with image behind |
| No text |
| Music fades |

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