



*We produce video campaigns that engage communities and
make social impact.*

HOW WE WORK

www.BigPictureAnthems.com



Big Picture Anthems helps organizations, companies, municipalities and school districts engage communities and impact audiences. We've produced local, regional and national video campaigns, honing our model with each project.

We help you amplify your message and build communication movements around your work.

When you partner with Big Picture Anthems, we take you through our tried and true campaign process. We start with intentionally building a rock-solid strategy that sets your campaign up for success, and forms the foundation of everything going forward.



OUR TRACK RECORD



Our campaigns connect with communities through a mix of authentic expression and community building.

Our 22 years of experience in content production, youth development, the arts and community outreach, positions us to execute effective media outreach campaigns.

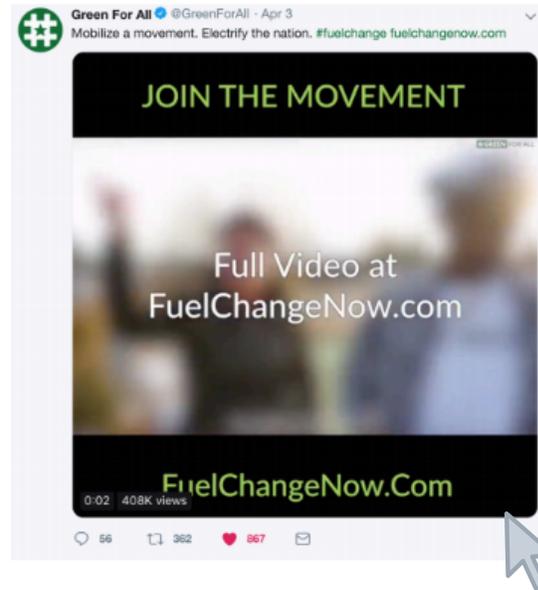


CASE STUDIES

"Fuel Change" Anthem (2019)

Client: Green For All

Impact: 500K views
1,000+ new email sign-ups
and 130 new volunteers



"Black Made That" (2018)

Client: Yes We Code

Impact: 1.3 million views and
31K shares

"We Run This" (NB) (2016)

Client: City of New Bedford, MA
and 18 community
organizations

Impact: 155K views and
3K shares



visit bigpictureanthems.com/case-studies/ for more case studies

CREATIVE PROCESS



1

STRATEGY

RESEARCH | GOALS | AUDIENCE ANALYSIS | PARTNERS & INFLUENCERS | LAUNCH PLAN

2

COMMUNITY ENGAGEMENT

CALLS FOR PARTICIPATION | OUTREACH & EVENTS | PARTNER ACTIVATION

3

MICS, CAMERA, ACTION!

SCRIPTING & TREATMENT | CAPTURING THE STORY | COMMUNITY FILM SHOTS

4

PUTTING IT ALL TOGETHER

EDITING | MOTION GRAPHICS | REVISIONS | OPTIMIZING FOR PLATFORMS

5

LAUNCHING TO THE WORLD

ONLINE RELEASE | MARKETING | LAUNCH EVENT | EARNED MEDIA | CALL TO ACTION

**You do great work.
Let us amplify it!**



1

STRATEGY PHASE

Strategy is essential to any successful campaign. During this phase, we will envision and plan the campaign.

- **Research** - We get to know your message, values, your community, and who your intended audience is.
- **Listen** - Let's gather your stakeholders and listen to your needs and goals, and generate ideas collectively.
- **Goals** - This helps us define what action your audience should take when they see the final creative piece.
- **Audience Analysis** - We outline a community engagement and production plan that revolves around your goals and audience.
- **Partners and Influencers** - We look at who you're currently aligned with and assess media partners & influencers who can help launch your campaign.
- **Launch Plan** - We put our proven model against your budget to determine launch events, release platforms & social strategy.

2

COMMUNITY ENGAGEMENT

Our goal is to get your community and audience bought into the project in its early phases.

- **Social Media Challenge*(project and budget dependent)** - Artists submit by uploading a video on social media reciting their music with the campaign hashtag. We build a landing page that includes resources for artists to participate. This online engagement tool leverages each artists' social following and brings eyeballs to the issue.
- **Outreach and Events** - We conduct digital promotion and facilitate a music storytelling workshop and live audition to engage the community in this phase.
- **Partner Engagement** - Let's get your community partners involved by helping to amplify the contest and inviting their involvement in the video. This level of community engagement gets your hashtag hundreds of thousands of impressions before anything is even filmed!



3 MICS, CAMERA, ACTION!

We use a thorough pre-production process to prepare for filming, and then capture the magic.

- **Emotional Response** - People act because they're emotionally called to. So we assure that the creative elements we pull together are built to provoke an emotional response from your audience.
- **Capturing the Story** - We execute the script by filming art shots of talent and pulling together b-roll & photos that elicit emotions.
- **All in Together** - Mobilizing the community to come together for large-scale video shoots helps to build morale and get folks invested in promoting the project during launch time.

4 PUTTING IT ALL TOGETHER

Post-production is the phase where we bring all of it together into an engaging and compelling story. **Our goal is for the audience's eyeballs not to leave the screen** when they watch your video, and to be inspired to click the share or sign-up button immediately after watching.

- **Editing** - In the early phases we agree upon a script and creative treatment, editing parameters and number of revisions to assure that your final creative makes the desired impact.
- **Motion Graphics** - We utilize motion graphics where appropriate to bring out meaning, or illustrate a concept that goes beyond live motion.

5 LAUNCHING TO THE WORLD

Based on our proven model of outreach and marketing, we work with your team to build a launch plan that maximizes social engagement and helps reach your goals.

- **Digital** - Utilizing organic and paid social media campaigns, e-blasts, and strategic online alliances, we aim to make your message omnipresent on launch day.
- **Events** - Launch events are an incredible way to gather your tribe, premiere the final product they've been waiting for and do a strategic mass-share on the spot.
- **Earned Media** - We've created a great story together, now let's get it in the news cycle.



GETTING STARTED

1

Let's Talk!

Start with a free 30 minute consultation to initially explore your campaign.

2

Discover

We do our research, listen to your key stakeholders and generate ideas for your campaign!

3

Strategize

We incorporate your input and draft a campaign strategy utilizing our proven model.





Contact Us

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