

THE CORE METHOD

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However, not only children watch!
Also, a lot of adults

So what's the secret of this success?





It is is all about the **way we give information**





Divide the program into parts; information and amusement

Every program covers one subject





Another secret of the success: taking our
audience seriously

We know them and speak their language





The Core-method:
It's not so much **what** you tell,
but **how** you tell it





It all starts with thorough preparation.

At least 50% of the success!





First step: **why do you want to tell something?**

Children can assume that 'Het Klokhuis' is always correct

So research is important!





Next step: how do we make our viewers
curious?

We do that by **choosing a good question**

It helps you to tell the story.
Remember: less is more!



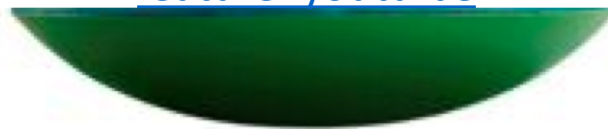


Next step: who do you make it for?

Knowing your public is very important

Power of words:

<http://www.youtube.com/watch?v=Hzgzim5m7oU&feature=youtu.be>





Get people interested in **your story** so that they understand, or buy, or help, or learn or whatever it is you want to achieve





A script helps you to work efficiently during
filming

A clear beginning, a middle and an end: the
question, the search and the answer





How to get children's attention?

Main rule is to **visualize everything** we can visualize!





We always work with a **presenter**;
the viewers best friend

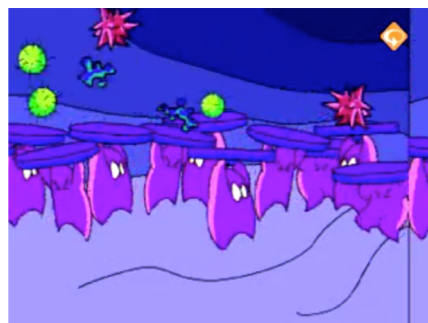
We often have **experts** talking

Sometimes we use a **voice-over** or **animation**





Animation Vitamine C



Animation Beatbox





To conclude:

You know **what** you want to tell
You know **who** you want to inform
You know **how** to tell your story





Also, use a little fiction in your commercial

Don't be afraid to exaggerate; it can be funny
and absurd





GOOD LUCK!

Thank you for listening!

