

Project Title: “The Lives of Others”



Beamish Open Air Museum
13th-17th November 2017

1. Project overview

Beamish Open Air Museum is a living, working museum set in 300 acres of beautiful countryside. Over 750,000 visitors each year are able to experience a real sense of the past and discover what life was like in North East England in the 1820's, 1900's and 1940's. The buildings you see are not replicas, but have been brought, brick-by-brick, from around the region and re-built to give visitors a truly immersive experience of the lives of ordinary people.

Brief: Create a 90 second piece of video content to promote Beamish Open Air Museum to an 18-24 year-old audience. Use storytelling to “illustrate vividly” the way of life of “ordinary people” and bring the region’s history alive.

The content will be used across the Museums’ Social Media Channels (Facebook, YouTube, Instagram, etc.) and should support the Beamish core value proposition:

“Sharing quality experiences that tell the story of the north of England”

2. Deliverables needed

- 90 second video content (1080p / 720p).
- A making of / behind the scenes video that will tell the story of your process.
- A short oral presentation of your work and concepts.

3. Company Background

Beamish is a living, working museum that uses its collections to connect with people from all walks of life and tells the story of everyday life in the North East of England

Beamish was the vision of Dr. Frank Atkinson, the Museum’s founder and first director. Frank had visited Scandinavian folk museums in the early 1950s and was inspired to create an open-air museum for the North East. He realised the dramatically-changing region was losing its industrial heritage. Coal mining, ship building and iron and steel manufacturing were disappearing, along with the communities that served them.

4. Target Audience Insights

- *“There's nothing interesting about learning about the past if it has nothing to do with our present”*
- *“I like to learn for myself, in my own way and in my own time”*
- *“Museums can sometimes stereotype what they think young people are about. We dress differently, we fall into a gap between 'family' and 'adult' visitors, and we're constantly in the papers as a broken and bored generation.”*
- *“We're looking to be challenged, and to challenge what you think of us.”*

5. Big trends amongst 16-24 year olds.

The following extracts are from the Youth100 report, courtesy of Voxburner.

EMBRACING TRADITIONAL VALUES

Although they're more connected and digitally focused than ever, 18-24s are increasingly appreciating and embracing traditional values.

"Imagine the 'family values' of the 1950s combined with the social liberalism of the 1970s; that's today's young people. It is partly a search for meaning in a post-shopaholic world, partly a reaction against the values of their 'damaged' parents, and partly a post-recession realisation of the need to 'knuckle down' and provide for themselves, their family and friends"

William Hingham, Consumer Futurist, CEO The Next Big Thing

KNOWLEDGEABLE CONTENT

It's deemed cool to be knowledgeable and young people are engaging in learning for entertainment purposes.

- *Being knowledgeable is important to a huge 80% of 16-24s*
- *Facebook page "I Fucking Love Science" now has over 20 million fans, while NASA boasts 7.3m followers on Instagram. National Geographic has 38.8m followers on Instagram.*
- *Music (57%) is the top subject the youth segment enjoy reading about, but science (48%), current affairs (50%) and technology (43%) also feature highly.*

"Without a doubt, SMART=COOL in 2016. This can be interpreted as linking behavioral trends including life-hacking, attending "thinking" events like TEDX, watching a do lecture or any other element of learning for entertainment."

Sean Pillot De Chenecey, Marketing Communications Consultant and Trends Analyst

DIGITAL EXTREMES

It's fair to say the youth sector are increasingly living in temporary extremes, abstaining from content one minute and indulging the next.

- *20% own up to being serial binge watchers; 66% binge watch when they feel like it.*
- *44% dedicate between 1 and 5 hours to digital downtime per week. 72% deliberately spend at least some time without technology.*
- *65% agree "I wish I spent less time looking at screens"*
- *45% agree "my phone is too much of a distraction to what is happening in real life"*

“We all know that the pace of life is fast, and getting faster. And for the most part we embrace it. However, there is also a shift for something slower, with more and more people choosing to ‘switch off’, ‘get away’, seeking solitude, and moments of Quietitude.”

Shanu Walpita, Youth Editor, WGSN

SMALL WORLD

Social media allows young people to connect with strangers from all over the world and is sparking genuine global relationships amongst youth audiences.

- *52% of 16-24s would describe themselves as a global citizen*
- *89% agree social media enables a more globally connected world.*
- *The majority of young people are happy for brands to create content and campaigns to enable international change. 16-24s feels fashion brands (66%), tech brands (56%), mega brands (Google, Apple etc.) (79%) and media brands (63%) should involve themselves in actively backing a cause.*

“Social media platforms encourage young people to create and share content that their peers can view on the other side of the world.”

DIGITAL INNOVATIONS

Similarly to last year, click and collect services (61%) and image/facial recognition (33%) are most popular.

- *The iPhone 6S was classed as the most over-hyped digital innovation from 2015 by 50% of 16-24s.*
- *VR was the favourite digital innovation of 21% of 16-24s. The VR industry is expected to grow to \$5.2bn by 2018.*

“VR will start to mainstream in 2016, as hardware and software begin to work more closely to provide a true integrated experience. Products such as Samsung gear VR are already bringing consumer VR into a much more affordable price bracket and history has shown that the backing of the porn industry is a huge driver for innovation – see the HD DVD/BLU-RAY format war”

Alex Willmot, Senior Digital Planner, WCRS

WE WANT IT NOW

16-24s have a natural expectation that everything is available right now.

- *70% of 16-24s describe themselves as impatient*
- *In the last month, 68% have used an online TV streaming service, 67% have used a take-away delivery service and 66% have used Click and Collect services.*
- *Emoji’s have even made communication more instant; 72% of 18-25s say they find it easier to express emotion through emoji’s than written word.*

“Instant gratification is a by-word of the Digital Age. Similar to the notion of ‘why buy?’ when you can stream for free, people ask ‘why wait?’ when one-hour delivery and on-demand viewing is available.”

CONTENT CURATOR SHIFT

Brands are actively seeking out YouTubers, vloggers and creative individuals with an online cult fan base to represent their brand.

- *For young people, marketing content that involves famous faces no longer resonates. 81% of 16-24s relate to brand campaigns more if they use 'real' people as opposed to celebrities or models.*
- *"Millennials trust people over brands" (BazaarVoice)*
- *57% of 16-24s say they don't care and choose to ignore it if a vlogger, Instagrammer or blogger has been paid for a post to reference a certain brand of product.*

"Influencer marketing is a £156m industry as measured by TECHNORATI, and with 92% of people trusting recommendations from people they know, it's no wonder that it is one of the fastest growing marketing mediums in the past 5 years."

The Guardian

POLITE ACTIVISM

Online activism enables this group to rally for their strong ideals in a quieter way that suits them just fine

- *74% agree that online activism is as important as traditional activism and that it makes the same amount of impact if not more.*
- *52% have shared articles/their opinions on social media to show their backing to a social issue/cause*

"I believe that the youth has always been and always will be outspoken, but that social media has definitely provided a platform to broadcast those thoughts in a way the world has never experienced"

Student, University of Warwick

6. Message

- *"Explore & Discover the Lives of Others"*
- *"There are stories around every corner"*

7. Tone

'Un-skippable' - 'Shareable' - Surprising – Casual – Fun – Immersive - Knowledgeable

8. Schedule

Location Recce: Tuesday 10:00-12:30

Shooting: Wednesday 10:00 – 16:30

Edit/Post Production: Thursday 09:00 – 17:00

Presentation/Screening: Friday 10:00 – 11:30

9. Additional Information

Rules & Restrictions.

- You must not interfere or disrupt the day to day running of the museum or the experiences of its visitors.
- You should not film members of the public.
- There are a number of potential hazards on the site, you must follow all health and safety notices.
- You should only shoot in areas of the museum that are accessible to the public.
- You should refrain from requesting members of staff to 'act' for you, most will be happy to be filmed and engage with you in 'character'.
- A member of staff should be in your vicinity at all times.