

# Voices of Finland

# Faces of GDAADIA

**Pework for Commercialpolis  
Jyväskylä-meeting,  
March 12-16 2018**



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## Faces of GRADIA



### Pework assignment for Jyväskylä-meeting: “Creation of commercials for ERASMUS+”

Jyväskylä, March 2018

Each delegation creates a commercial video of 60 seconds to promote Erasmus:

- Target group one: young people who are to be promoted for Erasmus + (Gent, Lisboa, Newcastle)
- Target group two: decision-makers from politics and business (age between 30 - 50 years) (Jyväskylä, Madrid, St.Gallen, Rotterdam)
- The clips must be in mp4
- The resolution must be 1080p
- The naming has to be: “schoolname\_erasmus\_plus\_target\_group\_1(2)”
- This clip has to be uploaded until **March 2, 2018** on the FTP server “Commercialpolis”
- Spoken comments/interviews have to be in English or with subtitles
- Add 2 seconds of black at head and tail of your final edit

Which starting material is available:

- Logo Erasmus+, CD about Erasmus+
- Photos and videos from the Newcastle meeting which are on FTP server
- Videos are Full-HD, 30 or 60 fps and pro-res

Which supplements are possible

- Own videos can be used and also shot in own country
- Interviews are possible, in English or with subtitles

Presentation :

- The presentation in Jyväskylä should take 10' and must include :
  1. Introduction of the group (names, occupation, skills, ...)
  2. the creative process (idea, focus, target group relevance, ...)
  3. the final work
  4. the added value for the client (= Erasmus+, EU-governments)

#### Don't forget!

As a marketing tactic, storytelling is based on the premise that people remember information better when it is told as a story rather than presented as a list of facts. Any marketing campaign that rouses an emotional response - whether it be empathy, sympathy, outrage or laughter - is more likely to be remembered. It makes consumers more receptive to marketing efforts than through encouraging them to buy a product or service.



# Erasmus+