



## INFOMERCIAL

We want you to make an informative video about the audiovisual tool/canvas you worked with.

Using the style elements of the 'Core-method' as explained by Gisela Mallant:

*First of all,  
**WHAT** do you want to tell,  
**WHO** do you want to inform,  
**WHY** and **HOW** do you want to do this?*

- Not too difficult and in 'easy language';
- Start off with a (good) question;
- The host guides us through the video;
- He or she is the intermediary for the emotion;
- Only voice-over what's not self explanatory;
- Let experts tell about the tool/technology;
- Make use of animation to explain complexity;
- Do not forget a good dose of humor :)



**NOTE:**  
 this is not a "making of" or "behind the scenes"!

## SPECIFICATIONS

Length: Between 2'30" and 3'30"  
 Language: English spoken or subtitled  
 Deadline: **Thursday march 14th 16.30**  
*on hard drive Dutch teachers*  
 Logos: Commercialpolis  
 Erasmus+

### Export SPECS

video: Quicktime ProRes (no HQ of LT)  
 1080x1920 25fps  
 progressive field order  
 square pixels  
 no start nor end with  
 fade from or to black  
 audio: PCM stereo (uncompressed)

## DEADLINE

**Thursday march 14th 16.30**  
*on hard drive Dutch teachers*

## MUSIC

Only copyright free music and sound effects can be used,  
 for example from:

<http://www.allmusic.nl/>  
 user: glrotterdam  
 password: geluidglr



## CLIENT BRIEF

Position "DOORPAKKERS" as THE Rotterdam souvenir for 2019.  
Use modern channels to get the message abroad.  
*Each group has a specific audiovisual "CANVAS" to work on.*  
(360°, holobox, urban screens and projection mapping)

- The commercial should reflect the Rotterdam state-of-mind (we ARE doorpakkers, we don't complain, we get things done, 'handen uit de mouwen').
- The iconic buildings must be featured and of course the DOORPAKKERS themselves.
- You may choose whether you want to feature the wine gums, the licorices or both.
- 'Doorpakkers' need a slogan as well, we'd like you to come up with one.



## SPECIFICATIONS

Length: 30 seconds  
Language: The commercial should be in English.

*If Dutch is unavoidable, use subtitles.  
A fully Dutch version is optional.*

## ARTWORK

You'll receive a link to download some artwork, this brief and the video of the brief by Koen. You can contact Koen by email:

[koen@groeneveld-zoetwaren.com](mailto:koen@groeneveld-zoetwaren.com)

## DEADLINE

Thursday March 14th 16.30 presentable in your output devices in the TV-studio.

## MUSIC

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<http://www.allmusic.nl/>  
user: glrotterdam  
password: geluidgr