

Final Project: Creative Treatment, Video Script, and Story Extensions

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Creative Treatment

The Creative Treatment will provide a road map for the project's vision (WVU Reed College of Media, 2020).

“A Piece of West Virginia”

1. What is the situation creating the need?

Hoot and Howl is a gift shop in Morgantown, West Virginia that specializes in handmade, artisan gifts. “We support the movers, the shakers, the independent makers, the artists, the designers, the creators” (Hoot and Howl, 2020). The shop needs awareness. People need to know about this store that creates artisan goods and West Virginia-made products.

2. Whom are we talking to?

The target audience is West Virginians or people who have a connection to West Virginia. In terms of age group, the main target audience is:

- West Virginia millennials making at least \$30,000 annually or more
- College educated
- Female

The audience for Hoot and Howl desires locally made goods and gifts. They want something that is from West Virginia and can support local artisans while complimenting their style.

3. What do we want to accomplish?

With this video, we want to push traffic to the website by 25% in the first 3 months to increase profits at the store and drive home the idea that these products are great anywhere in the United States when you want a piece of West Virginia with you at all times.

4. What is the concept?

The idea is to capture the needs and interest of target via storytelling. A couple road tripping around the United States with a West Virginia keychain and while they are at a Yosemite, they lose their keychain.

5. What is the brand idea and storytelling approach?

The storytelling approach will use slow smooth edits that transition from one United States landmark to the next. There will be stunning outdoor visuals that differ dramatically from the West Virginia landscape. The song used will be "Home" by Edward Sharpe and the Magnetic Zeros (2019). At the end of the video, the brand summation message will be shown along with “shop in stores or online today”.

6. What is the summation of the brand message?

Hoot and Howl: “Take West Virginia with you, wherever you go. Shop instore or online today at www.shophootandhowl.com.”

Video Script

Number	Video	Audio
1.	WIDE SHOT (WS): Young couple packing their car for a long adventure.	YOUNG WOMAN: Do we have everything?
2.	CLOSE UP (CU): Dangling WV keychain as young man turns the key in the ignition	SOUND EFFECTS (SFX): Car Starting.
3.	LONG SHOT (LS): Car making it down the road.	SFX: Road sounds. MUSIC: "Home" under.
4.	PAN: Car passing by "Leaving West Virginia" sign.	SFX: Road sounds under. MUSIC: "Home" up.
5.	CLOSE UP (CU): Couple in front of The Chicago Bean taking a picture	YOUNG MAN: Say deep dish pizza! MUSIC: "Home" under.
6.	LONG SHOT (LS): Car making it down the road.	SFX: Road sounds. MUSIC: "Home" under.
7.	CLOSE UP (CU): Couple in front of Mount Rushmore taking a picture	SFX: Camera shutter MUSIC: "Home" under.
8.	LONG SHOT (LS): Car making it down the road.	SFX: Road sounds. MUSIC: "Home" under.

9.	CLOSE UP (CU): Taking picture at Yosemite	SFX: Camera shutter MUSIC: “Home” under.
10.	WIDE SHOT (WS): Couple returning to their car	YOUNG WOMAN: Do you have the keys?
11.	WIDE SHOT (WS): Couple checking pockets for keys	YOUNG MAN: I thought you had the keys!
12.	WIDE SHOT (WS): Different couple walking up to Couple A’s car	STRANGER WOMAN: Hey guys!
13.	WIDE SHOT (WS): Strangers pointing to license plate and giving them back the keys	STRANGER MAN: Let’s go, Mountaineers!
14.	WIDE SHOT (WS): Couples shaking hands and waving thanks	SFX: Couples saying thanks MUSIC: “Home” under.
15.	CLOSE UP (CU): Dangling WV keychain as young man turns the key in the ignition	SFX: Car Starting.
16.	PAN: Car passing by “Welcome to West Virginia” sign.	SFX: Road sounds under. MUSIC: “Home” up.

17.	OFFSCREEN: Hoot and Howl logo	MUSIC: “Home” up.
18.	OFFSCREEN: “Hoot and Howl – take piece of WV wherever you go”	MUSIC: “Home” up.
19.	OFFSCREEN: “Shop at Hoot and Howl instore today or visit us at www.shophootandhowl.com	MUSIC: “Home” up.

Story Extensions

Based on the Hoot and Howl's video theme, below are three examples of extensions that demonstrate how the story can expand into other types of media or other video executions.

1. GIFs

One way the story could be expanded is with the use of promotional GIFS. The shot from the story "Dangling WV keychain as young man turns the key in the ignition of the Each should be no more than a paragraph in length" could be transformed into a GIF and then used on Twitter and Facebook for advertisement along with the phrase "Hoot and Howl – take a piece of WV wherever you go". This idea is independent of the same theme.

2. Photo Slides

Another way the story could be expanded is with the use of promotional photo slides. There could be four stills of the following shots:

1. Shot #2 CLOSE UP (CU): Dangling WV keychain as young man turns the key in the ignition
2. Shot #9 CLOSE UP (CU): Taking picture at Yosemite
3. Shot #11 WIDE SHOT (WS): Couple checking pockets for keys
4. Shot #13 WIDE SHOT (WS): Strangers pointing to license plate and giving them back the keys

These photos could be used on all social media platforms – on Twitter and Facebook as regular photo posts and on Instagram as a carousel advertisement. This idea is also independent of the video with the same theme.

3. Print Ad

Finally, a third way the story could be expanded is with the use of promotional still from the shoot for a print ad. The shot from the story “Dangling WV keychain as young man turns the key in the ignition” will be photographed as a still. An overlay of the phrase “Hoot and Howl – take a piece of WV wherever you go. Shop instore or online today.” will be printed on the ad. At the bottom of the ad will be Hoot and Howl’s physical store location as well as the store’s website. This idea is independent of the same theme.

References

Hoot and Howl. (2020). Handmade artisan gift shop in downtown Morgantown, WV. Retrieved September 09, 2020, from <https://www.shophootandhowl.com/>

Spotify. (2019). Home by Edward Sharpe and the Magnetic Zeros . Spotify .

<https://open.spotify.com/track/7KWGfnsUU4Ri46TlvjpAPx?si=DPmtNkAfS7-5WZ974Rp6nA>.

WVU Reed College of Media. (2020). Lesson 4: The Creative Treatment. Lecture