

## CHARITY VIDEO PRODUCTION – HAVE YOU CONSIDERED THIS IN YOUR MARKETING?

As the world and technology evolves, organisations are forced to look at new ways of engaging with their chosen audiences. There are many tried and tested methods used by charities to get their message across – emotive TV fundraising appeals, direct mail and street teams are just some of the familiar options we recognise.

The explosion of Social Media has encouraged charities to think up new and creative ways to grab the attention of their targets. High profile campaigns such as Cancer Research UK's 'No make up selfie' and the Amyotrophic Lateral Sclerosis (ALS) 'Ice bucket challenge' created new waves in the communications sphere for charities.

Visual marketing, specifically through video, is becoming one of the most successful ways to shout 'hello, we're here, we can help!' Statistics show that 90% of users say that seeing a video about a product or service is helpful in the decision making process and 92% of mobile video consumers, share videos with others (insivia.com, 2016). In regards to a charity, this could result in increased engagement and donations. Not only is a moving image far more powerful in getting the message across, but it also has a greater capability to successfully embed itself in our already overcrowded minds.

There are various forms of video, however animation is very effective for communicating strong and sometimes difficult messages in a visually impressive way. Animation has the ability to create any character or scene that otherwise wouldn't be possible to portray in real life. Creating and evoking a special atmosphere or environment becomes an easy task. Sourcing and auditioning actors become redundant and creating representative characters becomes a fun and satisfying process.

Animation also allows for your exact message to be created and can be far more visually engaging, possibly resulting in higher levels of acceptance, interaction and message retention.

As always, cost, especially for charities, can put a spanner in the works! The most effective methods of communications can come at an expense. The Kingston Smith Creative Vision Award (KSCVA) is one way to get around the issue of budget. The KSCVA offers charities the opportunity to receive a brand film worth an estimated £150,000 completely free of charge. Anthony Nolan and Dyslexia Action were the 2015 winners – [click here](#) to watch their winning films. This year's winners have been named as Refuge and Create Arts.

The application process is very simple and the end result can be priceless. Regardless of whether you win or not, the KSCVA gives charities a chance to put their creative ideas down on paper, ideas which can go on to facilitate the building of a stronger brand message. According to Third Sector's Charity Digital Survey 2015, audiences predominantly engage with charities via their website and Facebook, so having visual content on these channels is essential.

Whether or not you decide to create an animated film, explore the options you use to talk to your audiences. Making a change can make a major difference!

For more information about film animation for charities, contact Russell Brooks of Darkside Studios [Russell.Brooks@darksidestudios.uk](mailto:Russell.Brooks@darksidestudios.uk) or visit [www.darksidestudios.uk](http://www.darksidestudios.uk).

For more information about the Kingston Smith Creative Vision Award, visit [cva.kingstonsmith.co.uk](http://cva.kingstonsmith.co.uk) or call Vanessa Gomez on 020 7566 3716.