

# STATE LIBRARY VICTORIA VIDEO PRODUCER TASK

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**STATE LIBRARY  
VICTORIA**  
What's your story?

# VIDEO PRODUCER TASK

Last December, State Library Victoria opened the doors to its **reimagined** library, marking the completion of an \$88.1 million Vision 2020 redevelopment.

After a brief opening, in March 2020 the Library closed its doors to the public due to COVID-19 and has been ostensibly closed since.

During that time, the Library has pivoted entirely to a digital offer, encompassing everything from our services, resources, programs, events and collection access.

Whilst we will continue to enhance and expand our digital offer, plans are well underway to re-open the physical doors in late November.

## Task

Develop a video strategy that will **re-engage** Victorians with our re-opened spaces, inviting them back to explore and discover our iconic building, whilst continuing to highlight our extensive online offer.

### This strategy includes:

- 3 Video ideas
- 1x Storyboard for an idea above
- Example production schedule
- Distribution plan
- Evaluation method

## Objectives

- Build **awareness** about the Library **re-opening** (in a COVID-normal context)
- Drive website and social media traffic and engagement
- **Re-engage** with key audiences

## Key audiences

- Melbournians
- Regional Victorians
- Tourists
- Students
- Disadvantaged communities

# SECTION 1

## IDEAS

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# SPACE to THINK

Wide lens and tracking shots will show clean lines and open spaces.

Individual diverse community members exploring the space.

Reading books, interacting with the library online.

Closing a book to reveal the cover title "We're here for you"



## Melting Memories

One of the first pieces of inspiration I gravitated towards. The space between the viewer and installation is calming [vimeo.com/264369157](https://vimeo.com/264369157)



## We're here for you

I think this is a nice call to action, it's saying that we miss our audience and would love you to come back. But also that we value them.

# What's your story?

*Well, you know our story, we've been here since 1854.*

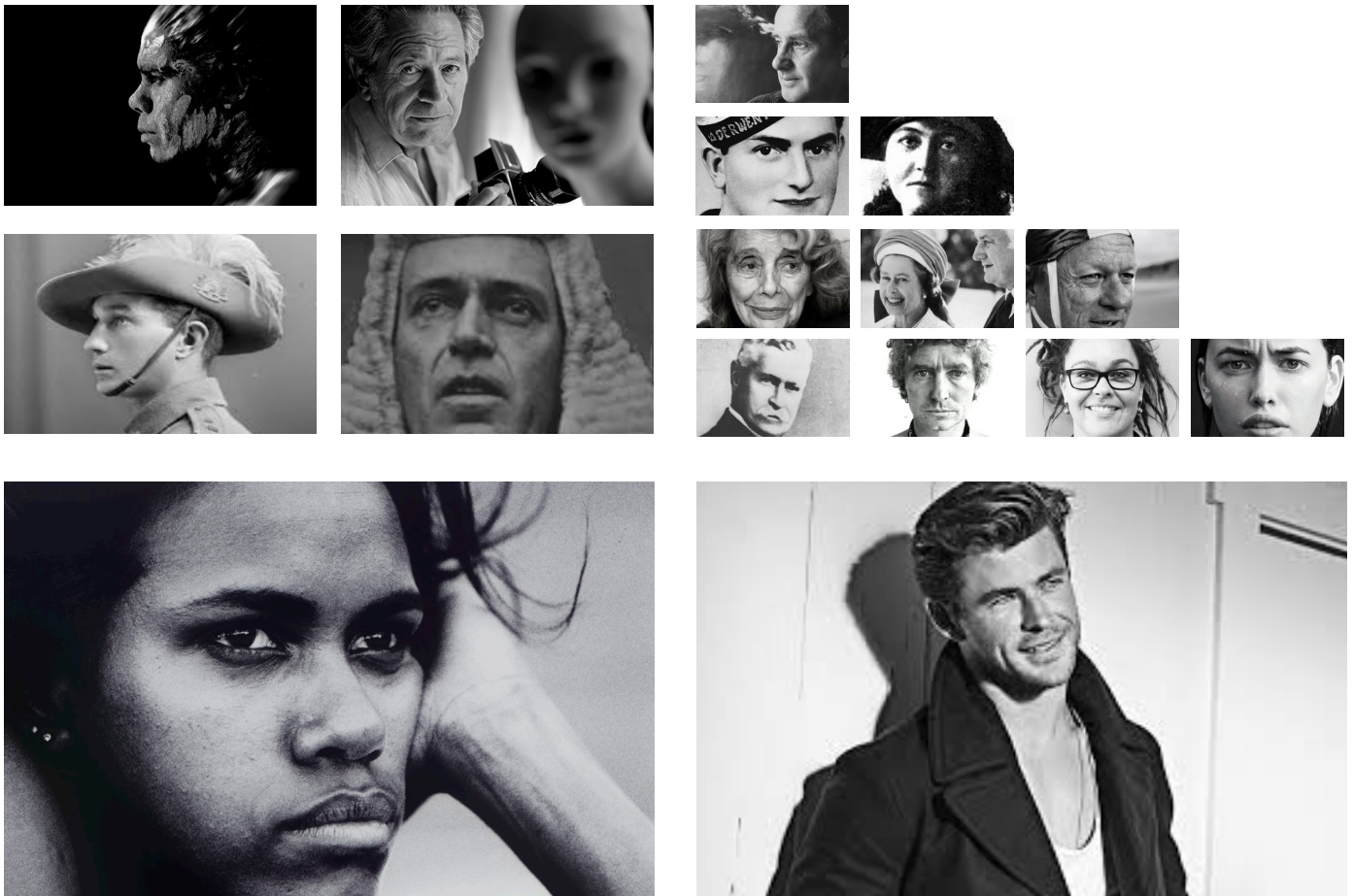
*And we are one of the busiest and best libraries in the world.*

*We want to know, what's your story?*

*Tell us about the first time you visited the library?*

*We know it's been a challenging year, we just want all Victorians to know, we are here for you!*

*Stories converge at the [www.slv.vic.gov.au/yourstory](http://www.slv.vic.gov.au/yourstory)*



**Stories come to life at the State Library of Victoria**

By calling for stories from all Australians, you could draw them in.  
It could also work online with people sharing their stories.



# Let your IMAGINATION *run wild!*

Closing a book and putting on headphones, a passenger walks out of a train filled with a colorful and diverse group of animated and historical characters.

The passenger looks up to see a waterfall in the Latrobe Room, up higher to a flock of birds, revealing the solar system (All to the beat of a cool melody)

Splashing into the Ian Potter Hall which is an underwater aquarium with seals and dolphins, fish and scuba divers, reading newspapers and magazines.

Upto level two of the Redmond Barry Reading Room where a Giraffe is reading over the shoulders the book comes down to reveal a celebrity, the camera flies out to reveal the books all coming to life.

Into the Pauline Gandels Room where a magical pillow fort, bean bag fiesta is happening. Two happy kids run past the camera holding model planes.

The camera pulls up and out from the front entrance to reveal the library opening its doors with magic and knowledge pouring out onto the street. The plane whizzes over head and a girl dressed as an aviator jumps for joy throwing popcorn in the air while her mum and friends take a selfie, laughing and pointing. The flash transitions to the end card of **Let your imagination run wild!**



## SIDE

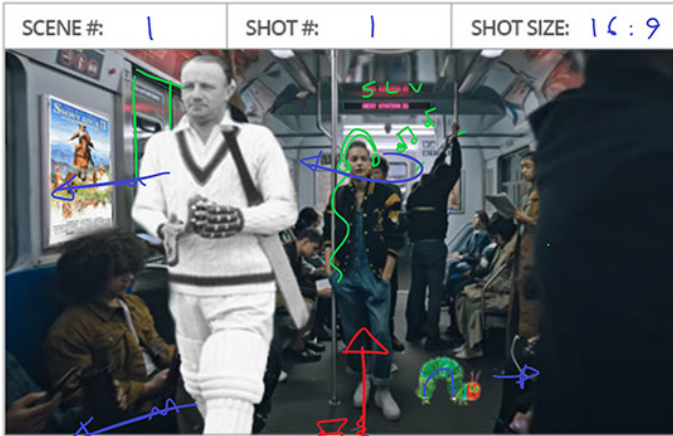
I love the way the top matches the pants, bag, and shoes, such an interesting character. The story arc of Alice in Wonderland or Charlie and the Chocolate factory, moving room to room and having an adventure are super cool.

## BELOW

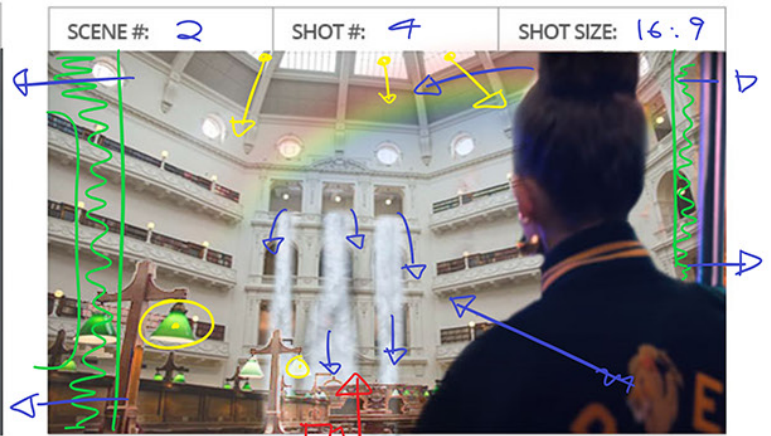
I love this illustration of animals in the library reading the paper, searching for books. This was my original inspiration for this idea.



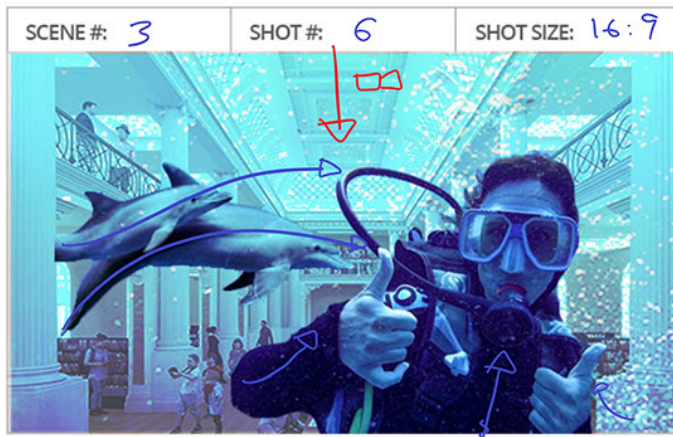
# IDEA 3 Storyboard



**SCENE 1 - Travel through history**  
 I love the way the top matches the pants, bag, and shoes, such an interesting character. The story arc of Alice in Wonderland or Charlie and the Chocolate factory, moving room to room and having an adventure.



**SCENE 2 - Engage and amaze**  
 I love the way the top matches the pants, bag, and shoes, such an interesting character. The story arc of Alice in Wonderland or Charlie and the Chocolate factory, moving room to room and having an adventure.



**SCENE 3 - Immerse yourself in knowledge**  
 I love the way the top matches the pants, bag, and shoes, such an interesting character. The story arc of Alice in Wonderland or Charlie and the Chocolate factory, moving room to room and having an adventure.



**SCENE 4 - Who's that behind the book?**  
 I love the way the top matches the pants, bag, and shoes, such an interesting character. The story arc of Alice in Wonderland or Charlie and the Chocolate factory, moving room to room and having an adventure.



**SCENE 5 - Kids just want to have fun**  
 I love the way the top matches the pants, bag, and shoes, such an interesting character. The story arc of Alice in Wonderland or Charlie and the Chocolate factory, moving room to room and having an adventure.



**SCENE 6 - It's like a party and everyone's invited**  
 I love the way the top matches the pants, bag, and shoes, such an interesting character. The story arc of Alice in Wonderland or Charlie and the Chocolate factory, moving room to room and having an adventure.

# SECTION 2

## PLANS

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# Distribution plan

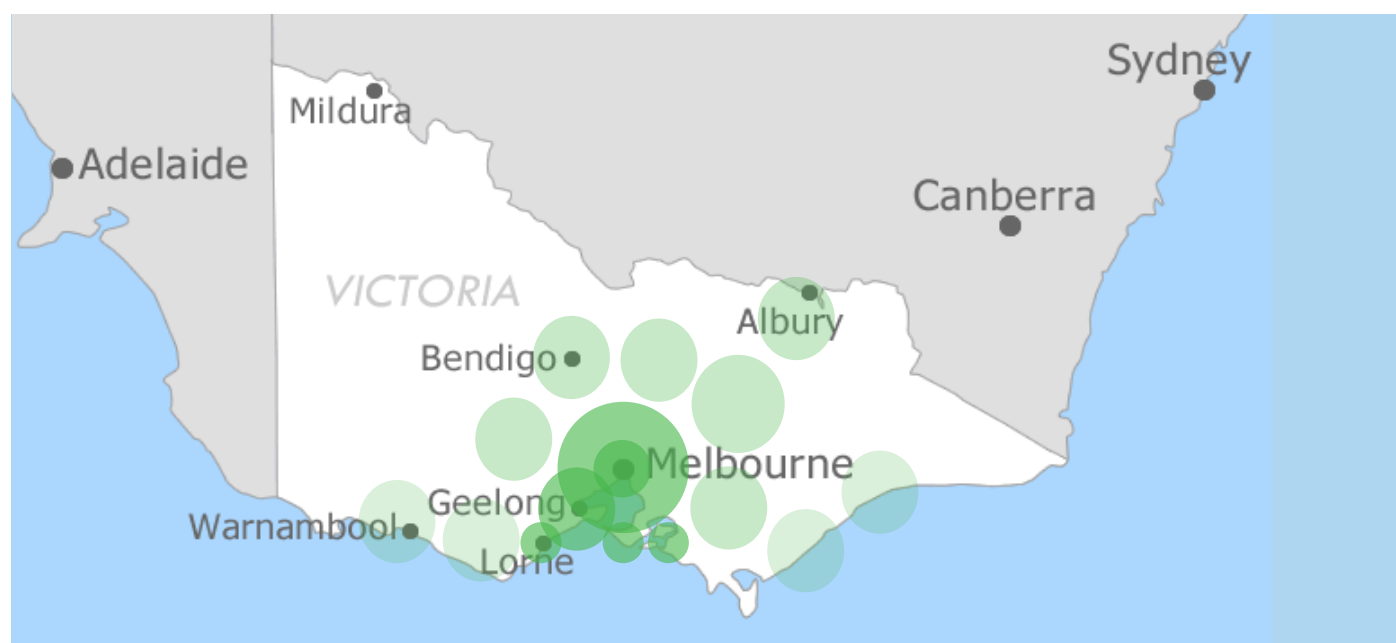
## Example strategies this would align with:

- Products and services
- Budgets and costs
- Sales and marketing
- Distribution plan
- Production Timeline
- Evaluation and KPI's

## Objectives

Leveraging owned, earned and paid for a comprehensive plan.

- Build awareness about the Library re-opening (in a COVID-normal context)
- Drive website and social media traffic and engagement
- Re-engage with key audiences



## Advertising

Leveraging owned, earned and paid to develop a comprehensive distribution plan.

### Earned

Shares  
Mentions  
Reposts

### Owned

Website  
App  
Blog  
Social  
Email

### Paid media

Pay per click  
Display ads  
Retargeting  
Paid influencers  
Paid promotion  
Social ads

### Channels

YouTube  
Facebook  
Insta  
Twitter  
LinkedIn  
TikTok

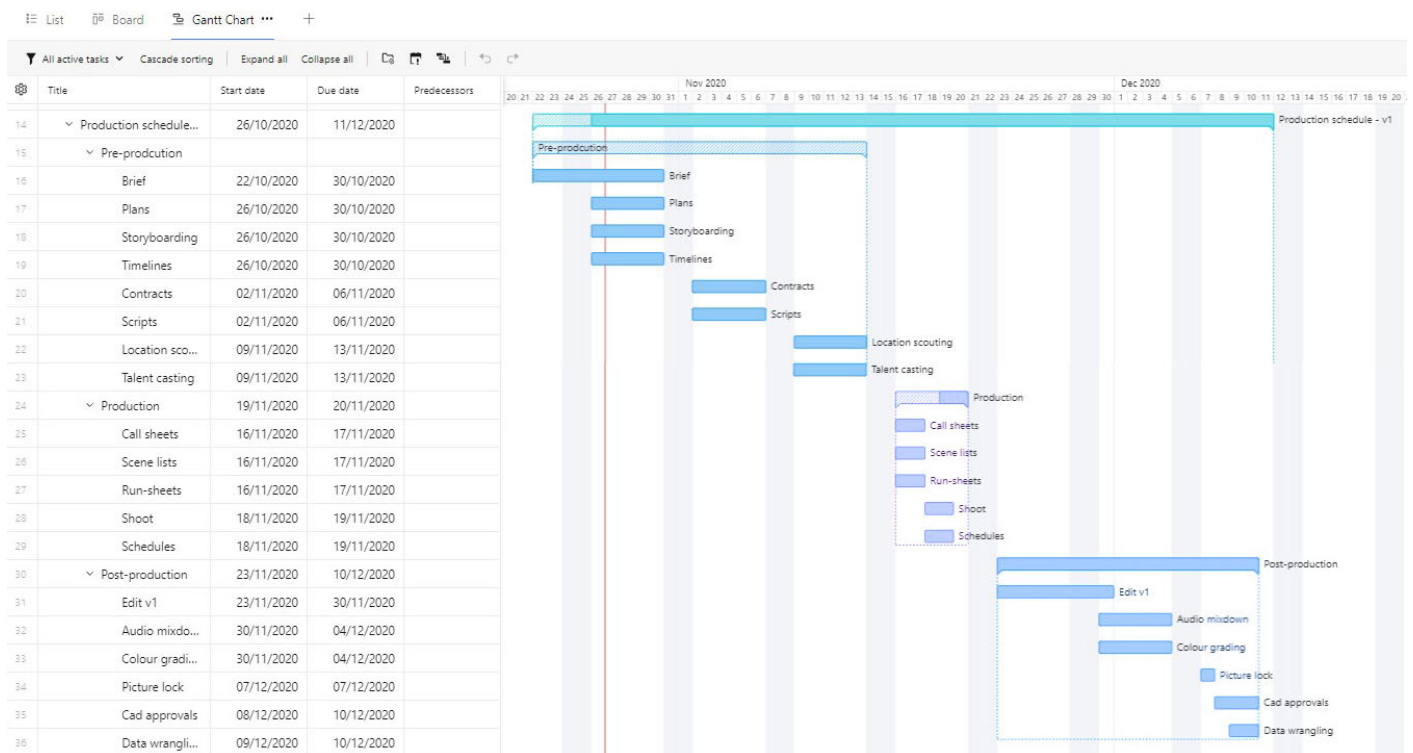
### Funnel

Awareness  
Consideration  
Conversion

# Production schedule

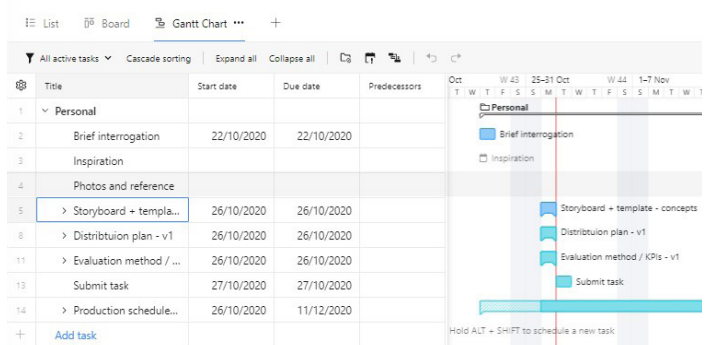
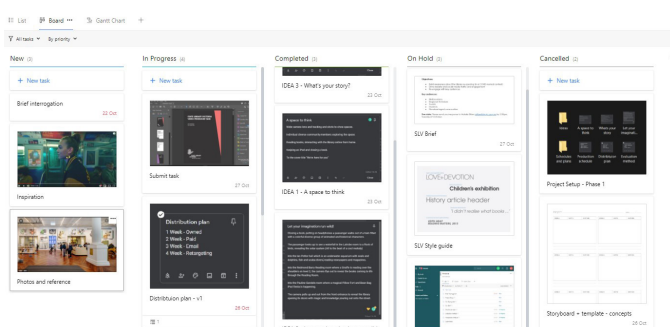
## From pre-production to post-production

The Library has a rich and fascinating history with exciting topics to speak about. We should therefore create engaging visual experiences using evocative language and imagery. We should speak as an organisation of ideas and inspiration, rather than one of facts and figures.



## Project management

The Library has a rich and fascinating history with exciting topics to speak about. We should therefore create engaging



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# Evaluation method

Consider why a person would be interested in what we are talking about. Be relevant and engaging. We should ask ourselves, if I read this for the first time would I be inspired?

## Example strategies this would align with:

- Products and services
- Budgets and costs
- Sales and marketing
- Distribution plan
- Production Timeline
- Evaluation and KPI's

## What tools are available?

Leveraging owned, earned and paid for a comprehensive strategy.

### Methods

Reaction  
Learning  
Behaviour  
Results

### SWOT

Strengths  
Weakness  
Opportunities  
Threats

### Channels

YouTube  
Facebook  
Insta  
Twitter  
LinkedIn  
TikTok

### Devices

Mobile  
Desktop  
TV  
Radio

### Analytics

Google Analytics  
Optimisation  
Tracking codes  
Combining metrics  
Reporting

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Victoria is home to millions of different stories. It's a place where everyone's story is welcome, and where the books read there are as diverse as the people who read them. From the past that all of us share, and the future that we create, the State Library of Victoria is a place where everyone's story is welcome.

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# Where stories converge



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VICTORIA**  
What's your story?