



TikTok Promo Videos

# Group Presentation

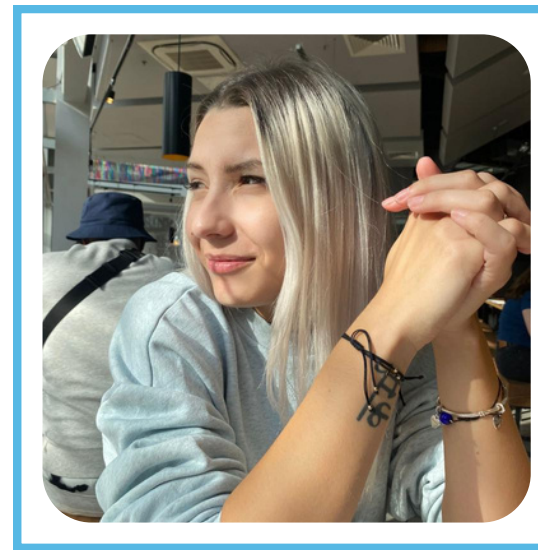
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Our team:



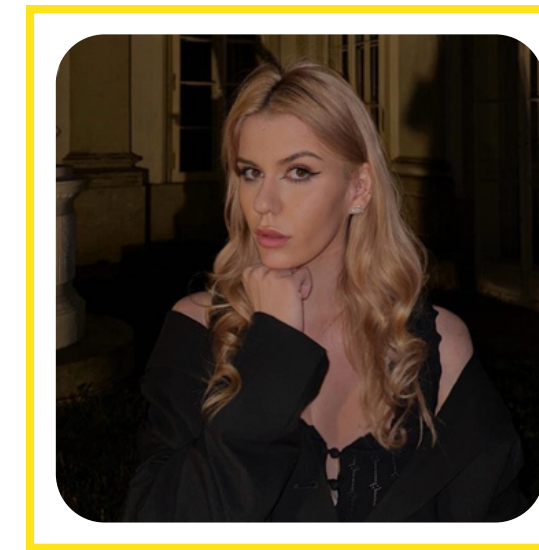
**Aleksandra Czekała**

Project Director



**Bianca Dragomir**

Copywriter



**Aleksandra Spinkowska**

Creative Director

# ABOUT



## Founding and Concept:

- Itsu was founded by Julian Metcalfe in 1997. Julian Metcalfe is also known for co-founding the popular sandwich shop chain, Pret a Manger.
- The concept behind Itsu is to provide customers with a range of healthy and fresh Asian-inspired dishes that are convenient for on-the-go consumption.



### **Grab-and-Go Concept:**

- Itsu follows a grab-and-go concept, making it suitable for busy individuals who want a quick and healthy meal.
- The restaurants typically have a self-service setup, allowing customers to select their desired items from a display or counter.

### **Design and Ambiance:**

- Itsu locations often feature a modern and clean design, with a focus on creating a welcoming atmosphere for customers.
- The ambiance is generally casual and designed for a quick dining experience.





# Contents

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1. Conceptualisation and Delivery
  2. Project Management
  3. Communication With Our Client
  4. Challenges and Overcoming Them
  5. Bonus Video
  6. References and Inspiration
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# Client Brief Agreement

## DMC3004 Client Brief Agreement

<b>Client Name:</b>	itsu
<b>Project Name:</b>	Social Media Campaign
<b>Team Name:</b>	Aleksandra Czekala – Project Director
<b>Team Roles</b>	Bianca Dragomir – Copywriter Aleksandra Spinkowska – Creative Director

<b>Client's Desired Goals:</b>
Increase content reach and engagement by 50% (if posting to our channels) Appeal more to the 18-24 year old market Make 'health' a primary focus within our restaurant and grocery content Determine exciting new ways to showcase our grocery range (beyond just recipes) Place a greater focus on 'entertainment' as a content pillar

<b>Target Audience:</b>
Age /demographic: 18-24 year olds Location or gender or other target group(s): N/A but our followers are 75% female – it would be great to attract more men and work towards a 60%:40% ratio female to men.

<b>Start and ends dates:</b>
30.10.2023 – 26.01.2025

<b>Project Objectives:</b>
<ol style="list-style-type: none"><li>1. Creative Content Production: Produce engaging and visually appealing short videos (15-30 seconds each) that capture the essence and Itsu's excitement of London Fashion Week.</li><li>2. Promoting Healthy Lifestyle with itsu: Seamlessly integrating itsu products into the videos, showcasing how itsu aligns with a healthy and active lifestyle. Conveying the message that itsu offers convenient, nutritious, and delicious options for individuals leading a healthy life.</li><li>3. Audience Engagement: Encouraging likes, comments, and shares to foster interaction and engagement with the audience.</li><li>4. Brand Awareness and Partnership: Increasing itsu's brand visibility and recognition among the target audience. Foster a positive association between itsu and a healthy lifestyle.</li><li>5. Content Consistency: Maintaining a consistent visual style, tone, and branding throughout all three videos to create a cohesive narrative.</li></ol>

<b>Deliverables:</b>
Three videos meant for Tiktok and/or Instagram 10-25 seconds long

<b>Agreed Measurable Outcomes : (should include numbers!)</b>
Video views: 40,000+
Video likes: 1,200+



<b>Notes on Tone of Project and Style:</b>
We like filming videos on an iPhone with a great camera as we feel that these videos feel more organic and fit better into people's feeds.
Any food from restaurants must look beautiful and not messy – when you are attending shoots, please ask the team members to fill the pots up more than usual and to add extra veg to make it appear nicer.
Any food featured in recipes should be neat and well-presented on a beautiful dish.
Include itsu fonts and colours in text that appears in videos.



<b>Signed by:</b>
Sasha Vekaria – Food Innovation & Social Media Manager

# First Video:

## *Healthy Lifestyle*

- Based on our brief, our client wanted us to focus on promoting a healthy lifestyle and increase their male audience engagement.
- Our video showcases 3 male friends jogging, competing to get to Itsu.
- It shows a healthy way to get to Itsu and enjoy healthy food.
- The competition among the friends adds an element of fun and challenge to the video, which can be appealing to a male audience that often enjoys friendly competition.

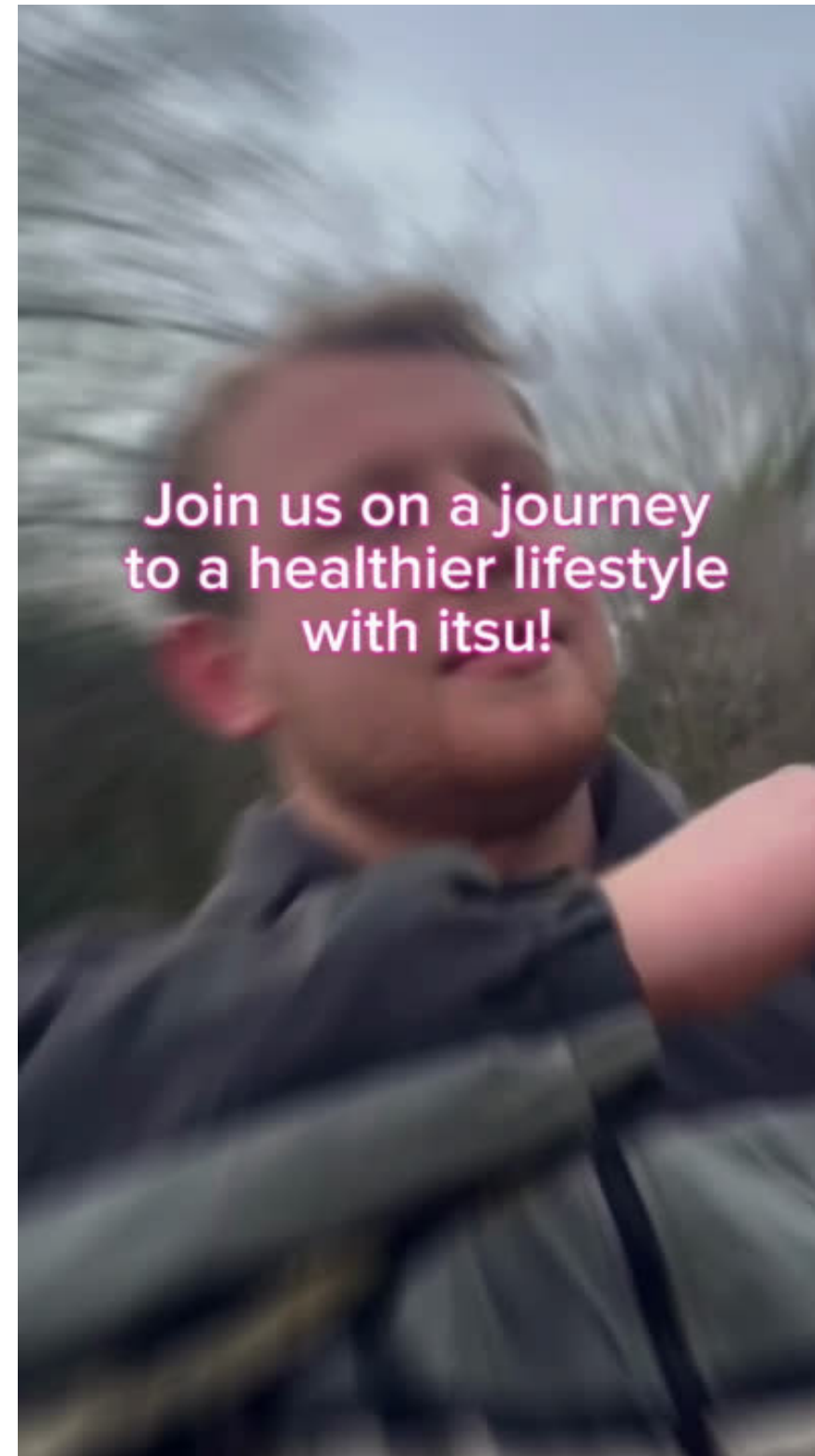
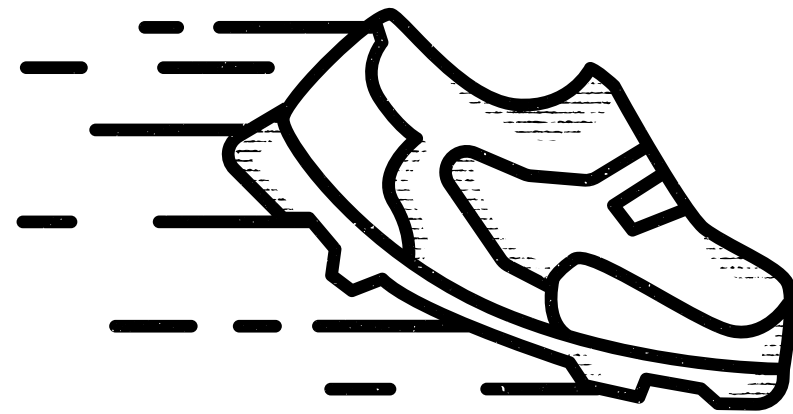
### Script/Storyboard

1. **Opening (0:00-0:09)**
  - **Visuals:** Open with a medium shot introducing all characters one by one.
  - **Action:** Character enters the frame preparing for jogging.
2. **Quick Shots (0:09-0:21)**
  - **Visuals:** A variety of quick shots showing characters running and competing to get to Itsu.
  - **Action:** Characters running.
3. **Medium and Wide Shots (0:21-0:23)**
  - **Visuals:** Characters arriving at Itsu.
  - **Action:** Characters running inside one by one.
4. **Close-up Shot (0:24-0:25)**
  - **Visuals:** Focus on Itsu's food.
  - **Action:** Characters getting their food off the counter.
5. **Reaction Shot (0:25-0:30)**
  - **Visuals:** Cut back to a wide shot capturing all the characters' full reaction.
  - **Action:** Characters enjoy the food.
6. **Closing (0:30-0:32)**
  - Show Itsu's logo and tagline with a focus on health.
  -





# Video



## Behind the Scenes



# Second Video:

## *Fashion*

- After speaking with our client, they expressed that they would love to connect Itsu with fashion.
- Our video idea was to take inspiration from London Fashion Week while also keeping on with the trends on TikTok. We decided to create a video on “different ways to wear an Itsu bag”.
- The video is entertaining with an emphasis on Itsu while also being relatable and appealing to the age demographic mentioned in our brief.

### Script/Storyboard

#### *Fashion*

##### 1. Opening (0:00-0:05)

- **Visuals:** Open with a close up shot of the character.
- **Action:** Character knocks on screen, gets close to the camera, takes off glasses then back into original position and puts glasses back on.

##### 2. Wide Shot (0:05-0:18)

- **Visuals:** Open with character close up then keep a wide shot. Make sure Itsu's bag is the main focus.
- **Action:** Characters is close to the camera then goes into position. Begins a series of 180 degrees spins changing outfits. At the final spin, character is back in the original outfit and moves closer to the camera.

##### 3. Final Shot (0:18-0:20)

- **Visuals:** Close up of character.
- **Action:** Character knocking on the camera and taking off her glasses.



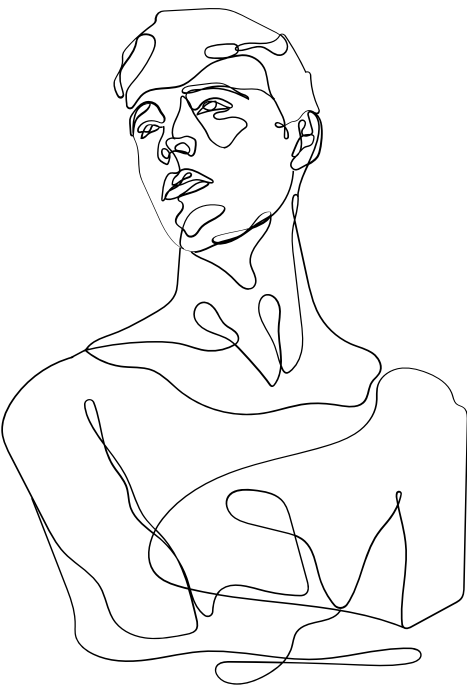
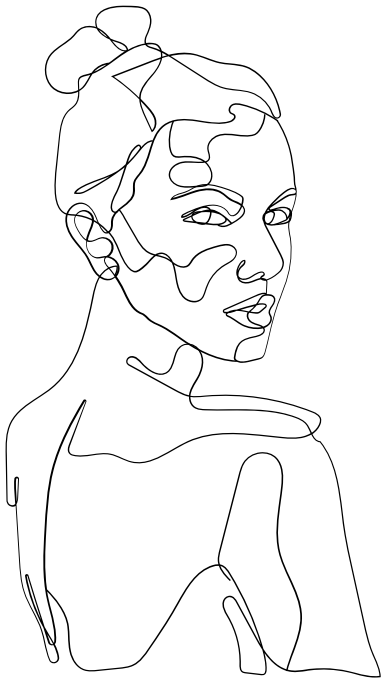
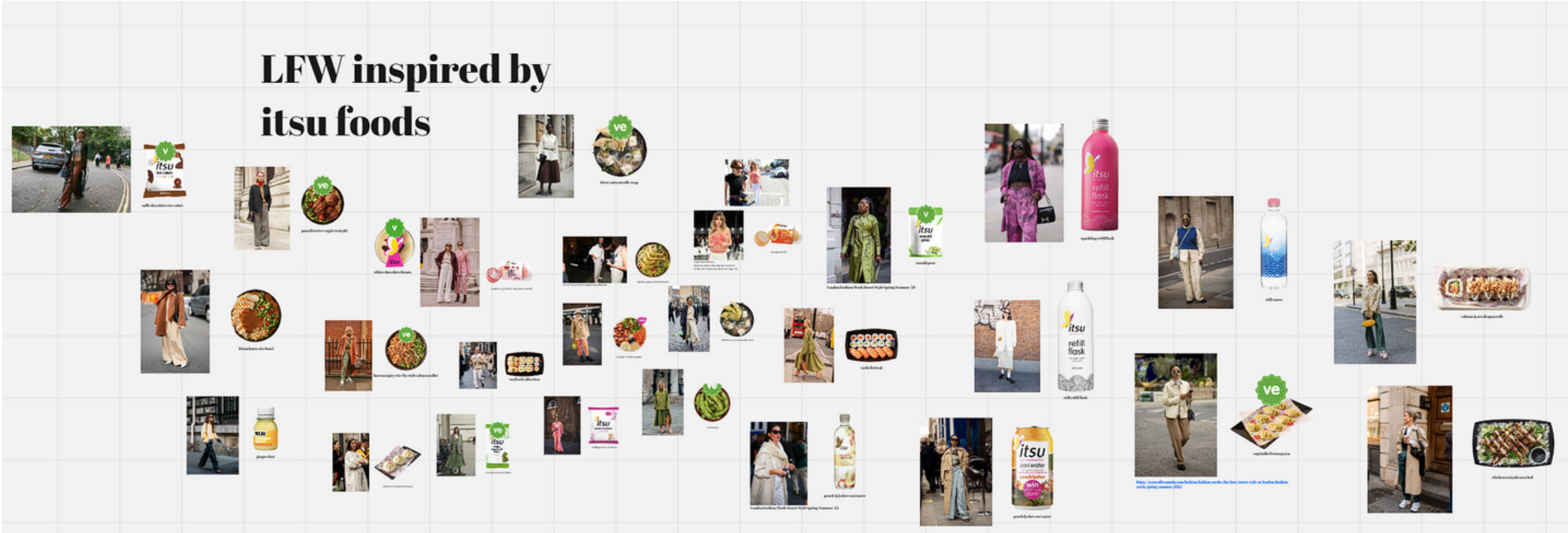




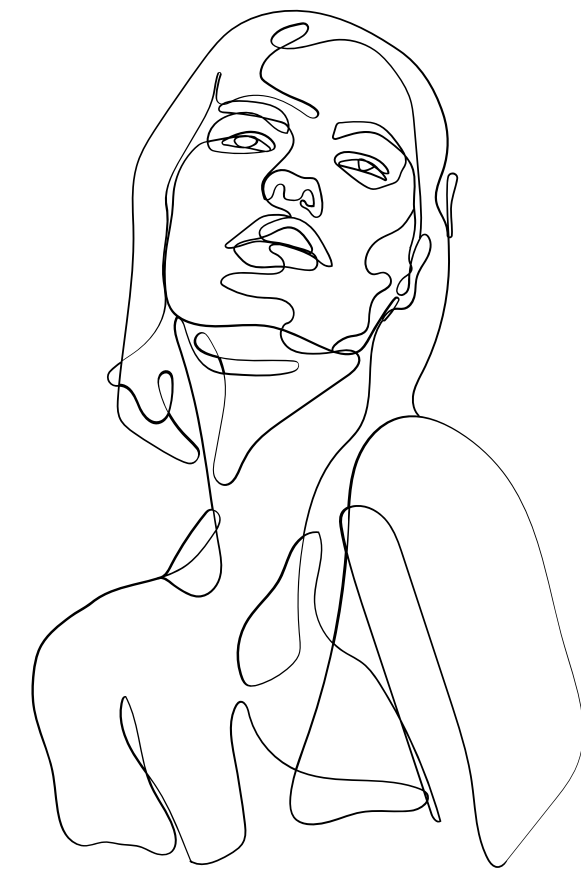
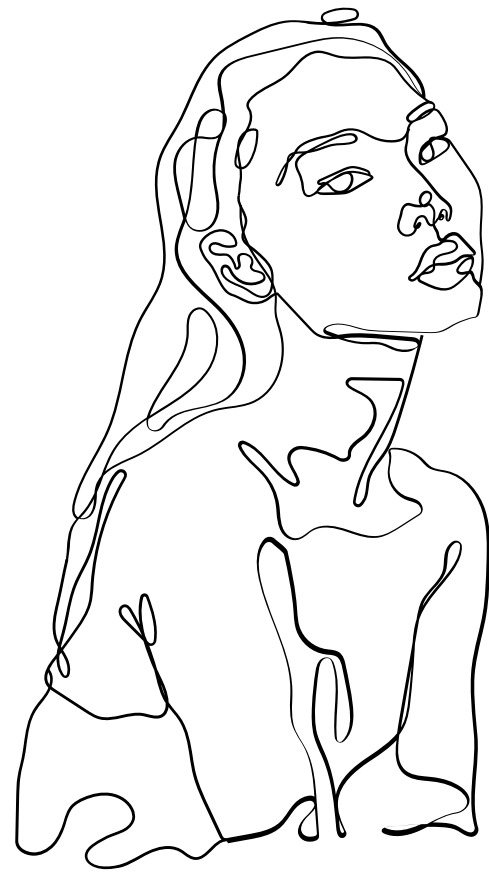
outfits



# Miro Board Inspiration



# Video

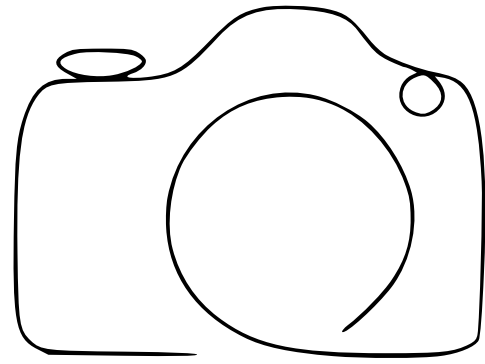




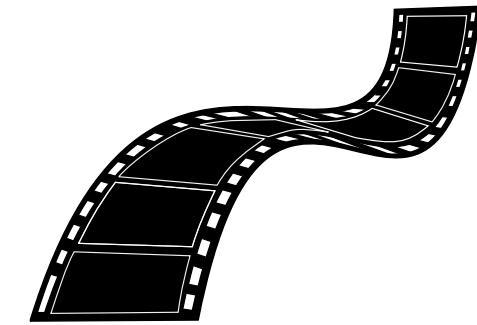
## Behind the Scenes







## Behind the Scenes





# Third Video:

## TikTok Challenge

- In the client brief, the Itsu team expressed how they would like us to find exciting new ways to showcase their grocery range.
- We took inspiration from a viral challenge going around TikTok of users bringing in their favourite snacks during a night in.
- The video's main focus is Itu's grocery line with many close ups of a variety of items.

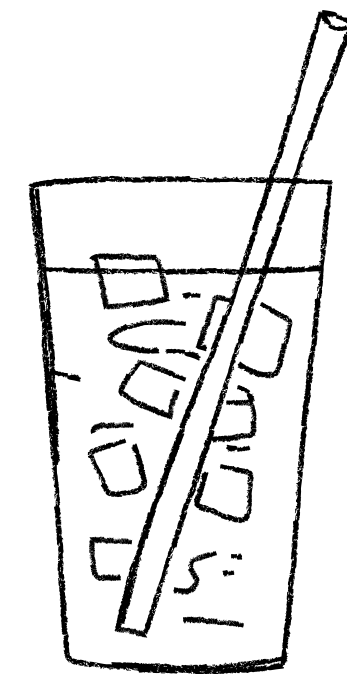
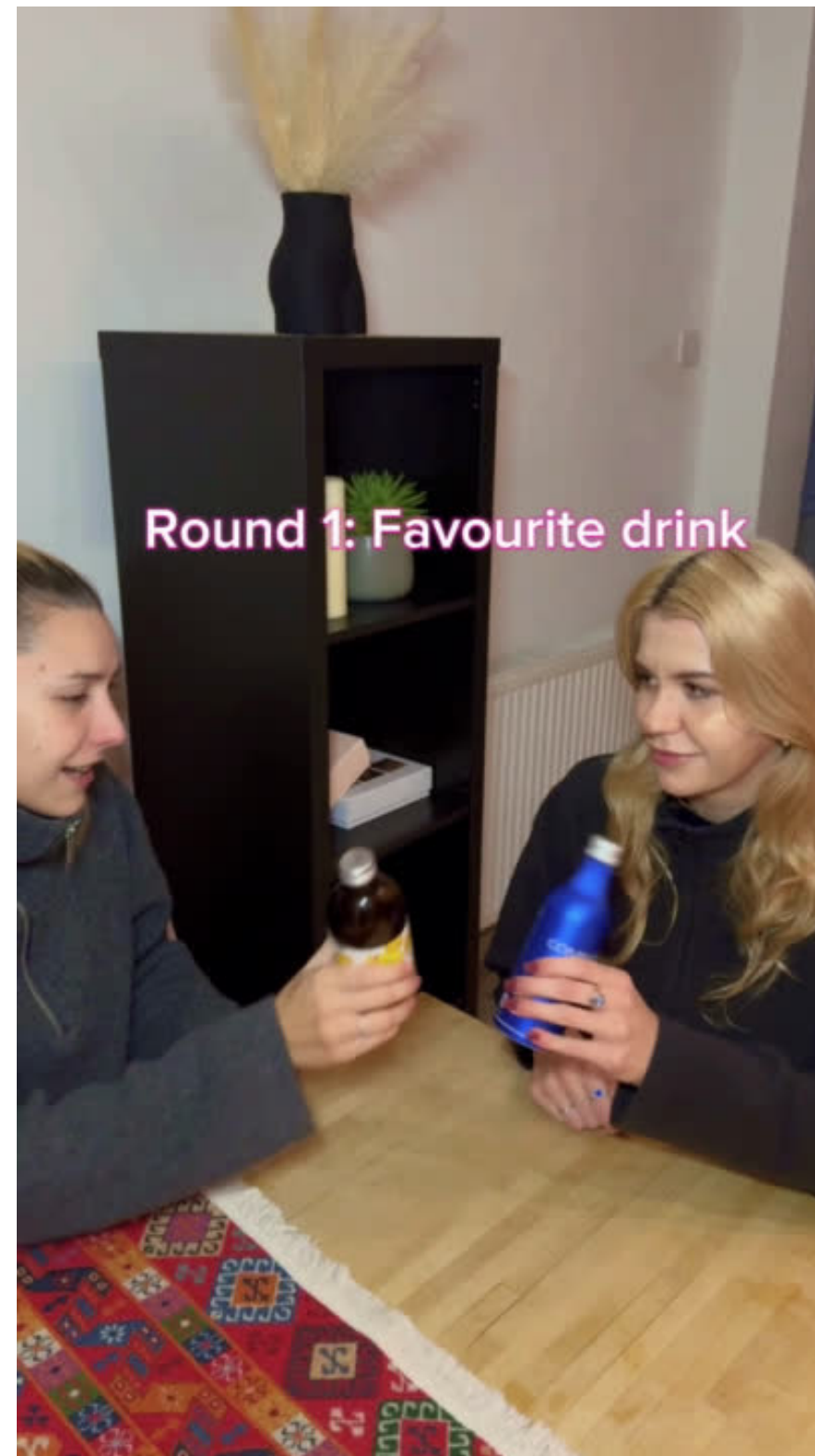
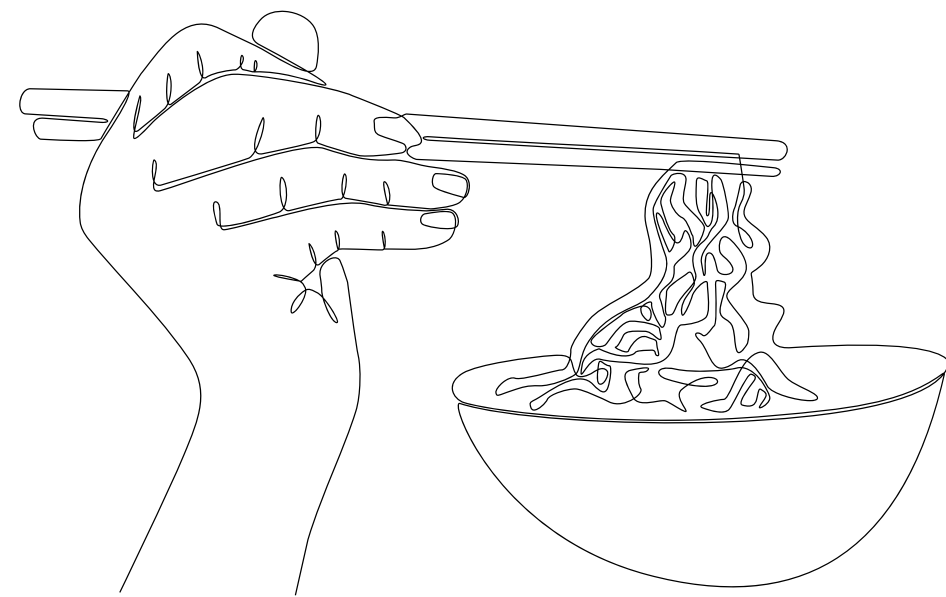
### Script/Storyboard

#### TikTok Challenge

- **Opening (0:00-0:02)**
  - **Visuals:** Open with a medium shot introducing all characters.
  - **Action:** Characters are very excited, shaking the bags towards the camera.
- **Favourite Drink (0:02-0:04)**
  - **Visuals:** High close up of the drinks then medium shot of characters saluting with the drinks.
  - **Action:** Characters saluting with the drinks.
- **Favourite Snack (0:04-0:08)**
  - **Visuals:** Close up of snacks, followed by a close up of the "match".
  - **Action:** Characters putting the snacks on the table then showing that one of their favourite snacks is a match.
- **Favourite Main (0:08-0:16)**
  - **Visuals:** Close up of food then moving shots of characters eating. End with close up of hot bun being open.
  - **Action:** Characters placing the food on the table then eating it. Character opening the bun close to the camera.
- **Dessert (0:16-0:20)**
  - **Visuals:** Medium shot of caramel buns. Followed by close up of character opening a bun.
  - **Action:** Characters enjoying the food.
- **Closing (0:20-0:23)**
  - **Visuals:** Fast, moving shot of all Itu's grocery line.



# Video



## Behind the Scenes





# Overview of Client Brief and Actions

## Increase content reach and engagement

As this was a TikTok project, our team did extensive research into the social media trends going around at the moment. Based on our findings, we chose video ideas that would most likely go viral and therefore increase the brand's visibility and engagement.

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## Appeal more the 18-24 years old market

Our videos feature scenarios and activities that are highly relatable to young adults. Moreover they effectively appeal to the 18-24 years old demographic by aligning with their interests, values, and lifestyle choices, while also utilizing the visual and interactive nature of the platform.



# Overview of Client Brief and Actions

## Make health a primary focus

Our first video has a clear emphasis on living a healthy lifestyle. It pushes viewers to opt for jogging instead of driving or using public transport as it brings more benefits to their body. By showing users a healthy way to get to Itsu, it also puts an emphasis on how healthy is Itsu as a brand.

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## Determine exciting ways to showcase their grocery range

Our grocery line video depicts real-life usage of Itsu's grocery products. It shows how individuals can incorporate Itsu's snacks into their daily lives and enjoy them during a common activity - a night in with friends. This relatability demonstrates the practicality and versatility of Itsu's grocery range.



# Overview of Client Brief and Actions

## Place a greater focus on 'entertainment'

All of our videos have a fun, “not so serious” aesthetic with the editing style matching it. These kind of videos tend to go viral for brands, especially with the younger demographic, because they are relatable and showcase the brand in a new and fun light.

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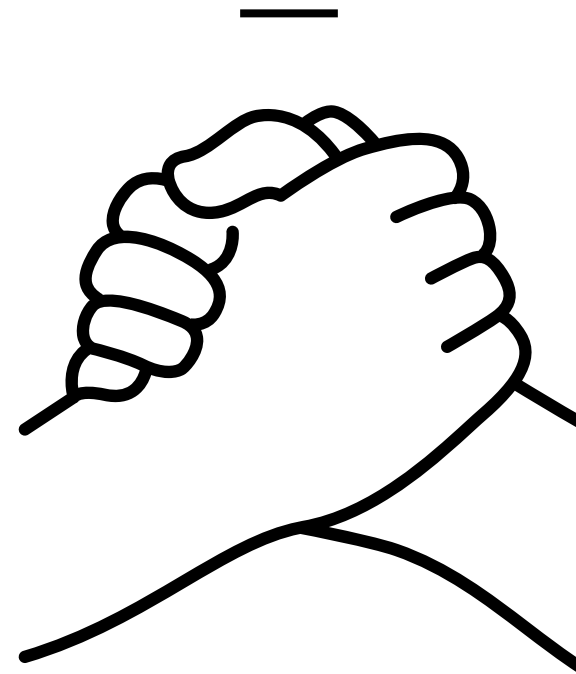
## Attract more male audiences

Our health focused video encompasses just that. The social aspect can resonate with males who may want to spend quality time with their friends while also focusing on health and fitness. Competition is appealing to the male audience and the video can inspire individuals to create their own and tag Itsu.





# Project Management



# Call Sheet

30/11/2023

<i>Itsu</i>		<i>TikTok Challenge</i>	
<b>Call Time: 14:00</b>		Weather: Temp: Sunrise: Sunset: Humidity:	N/A N/A N/A
Director: Producer: Camera: Sound: Interview(s) Location Contact:	Aleksandra Czekala Aleksandra Czekala Aleksandra Czekala  Aleksandra Czekala		

Preliminary Schedule - Subject to change		
Time	14:00	
14:00	Set up background	<b>Wrap Time:</b> = 18:30
14:30	Shoot first half of script	
15:00	Lunch	
16:30	Shoot second half of script	
18:00	Wrap	
18:30	Crew leave	

Location 1 (repeat including travel loading and unloading time for multiple locations)	
Aleksandra Czekala's house.	
<b>No parking needed.</b>	

Health & Safety
N/A

Production Requirements
<b>Equipment:</b> iPhone 14 pro; Spotlight
<b>Rushes:</b> Aleksandra Czekala
<b>Parking:</b> N/A

Police and Hospital Locations and details ICE

Call Sheet #1

File Title Call Sheet #1

<b>Call Sheet</b> <b>20/01/2024</b>			
<i>ITSU</i>		<i>HEALTHY LIFESTYLE</i>	
<b>Call Time: 11:00</b>		Weather: Temp: Sunrise: Sunset: Humidity:	Cloudy  10 degrees
Director: Producer: Camera: Sound: Interview(s) Location Contact:	Aleksandra Czekala Aleksandra Spółkowska Bianca Dragonir	Number	Email
<b>Preliminary Schedule - Subject to change</b>			
<b>Time</b>	<b>11:00</b>		
11:00 11:30 12:50 13:00 13:10 14:00	<i>Brief crew, set up camera and tripod</i> <i>Shoot all the video</i> <i>Closing shots</i> <i>Wrap</i> <i>Lunch</i> <i>Crew leave</i>		<b>Wrap Time: = 13:00</b>
<b>Location 1</b> (repeat including travel loading and unloading time for multiple locations)			
<i>Regent's Place, 15-20 Hampstead Rd., London</i> <i>NW1 3JA - ITSU</i>  <b>Tel:</b> 07706590493  <b>Parking Details:</b> N/A			
<b>Health &amp; Safety</b>			
Location release form signed:  Release forms signed.			
<b>Production Requirements</b>			
Equipment: iPhone 14 pro; tripod  Reshies: Aleksandra Czekala  Parking: N/A			
<b>Police and Hospital Locations and details ICE</b>			

# Scripts

Scripts are essential during shooting because they serve as the foundation for the entire production. They outline the dialogue, actions, and scene descriptions, helping the director and crew maintain consistency in performances, visuals, and storytelling. Without a script, it's challenging to ensure that everyone involved in the production is aligned on the creative vision, resulting in a more chaotic and less cohesive filming process.

Script/Storyboard

1. Opening (0:00-0:09)

- Visuals: Open with a medium shot introducing all characters one by one.
- Action: Character enters the frame preparing for jogging.

2. Quick Shots (0:09-0:21)

- Visuals: A variety of quick shots showing characters running and competing to get to Itsu.
- Action: Characters running.

3. Medium and Wide Shots (0:21-0:23)

- Visuals: Characters arriving at Itsu.
- Action: Characters running inside one by one.

4. Close-up Shot (0:24-0:25)






- Visuals: Focus on Itsu's food.
- Action: Characters getting their food off the counter.

5. Reaction Shot (0:25-0:30)

- Visuals: Cut back to a wide shot capturing all the characters' full reaction.
- Action: Characters enjoy the food.

6. Closing (0:30-0:32)

- Show Itsu's logo and tagline with a focus on health.



Script/Storyboard

Fashion

1. Opening (0:00-0:05)



- Visuals: Open with a close up shot of the character.
- Action: Character knocks on screen, gets close to the camera, takes off glasses then back into original position and puts glasses back on.

2. Wide Shot (0:05-0:18)

- Visuals: Open with character close up then keep a wide shot. Make sure Itsu's bag is the main focus.
- Action: Characters is close to the camera then goes into position. Begins a series of 180 degrees spins changing outfits. At the final spin, character is back in the original outfit and moves closer to the camera.

3. Final Shot (0:18-0:20)

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- Action: Character knocking on the camera and taking off her glasses.



Script/Storyboard

TikTok Challenge

Opening (0:00-0:02)

- Visuals: Open with a medium shot introducing all characters.
- Action: Characters are very excited, shaking the bags towards the camera.

Favourite Drink (0:02-0:04)

- Visuals: High close up of the drinks then medium shot of characters saluting with the drinks.
- Action: Characters saluting with the drinks.

Favourite Snack (0:04-0:08)

- Visuals: Close up of snacks, followed by a close up of the "match".
- Action: Characters putting the snacks on the table then showing that one of their favourite snacks is a match.

Favourite Main (0:08-0:16)


- Visuals: Close up of food then moving shots of characters eating. End with close up of hot bun being open.
- Action: Characters placing the food on the table then eating it. Character opening the bun close to the camera.

Dessert (0:16-0:20)

- Visuals: Medium shot of caramel buns. Followed by close up of character opening a bun.
- Action: Characters enjoying the food.

Closing (0:20-0:23)

- Visuals: Fast, moving shot of all Itsu's grocery line.



Bianca Dragomir



# Release Forms

Release forms protect you from potential legal issues related to privacy and intellectual property rights, ensuring you have the necessary permissions to use the content you've captured.



Interview Consent Form

I,.....Marcin Gretkowski....., give Middlesex University (hereinafter referred to as "the University") permission to record my image and/or voice and grant the University all rights to use these sound, still, or moving images in any medium for educational, promotional, advertising or other purposes that support the mission of the University. I agree that all rights to the sound, still or moving images belong to the University.

Signature ..........

Date 20.01.2024

Phone +44 7809 123154

Email marcin.gretkovski@gmail.com



Interview Consent Form

I,.....Wojciech Szymanski....., give Middlesex University (hereinafter referred to as "the University") permission to record my image and/or voice and grant the University all rights to use these sound, still, or moving images in any medium for educational, promotional, advertising or other purposes that support the mission of the University. I agree that all rights to the sound, still or moving images belong to the University.

Signature ..........

Date 20.01.2024

Phone +44 7732 423665

Email szwojtek1997@gmail.com



Interview Consent Form

I,.....Patrik Rurarz....., give Middlesex University (hereinafter referred to as "the University") permission to record my image and/or voice and grant the University all rights to use these sound, still, or moving images in any medium for educational, promotional, advertising or other purposes that support the mission of the University. I agree that all rights to the sound, still or moving images belong to the University.

Signature ..........

Date 20.01.2024

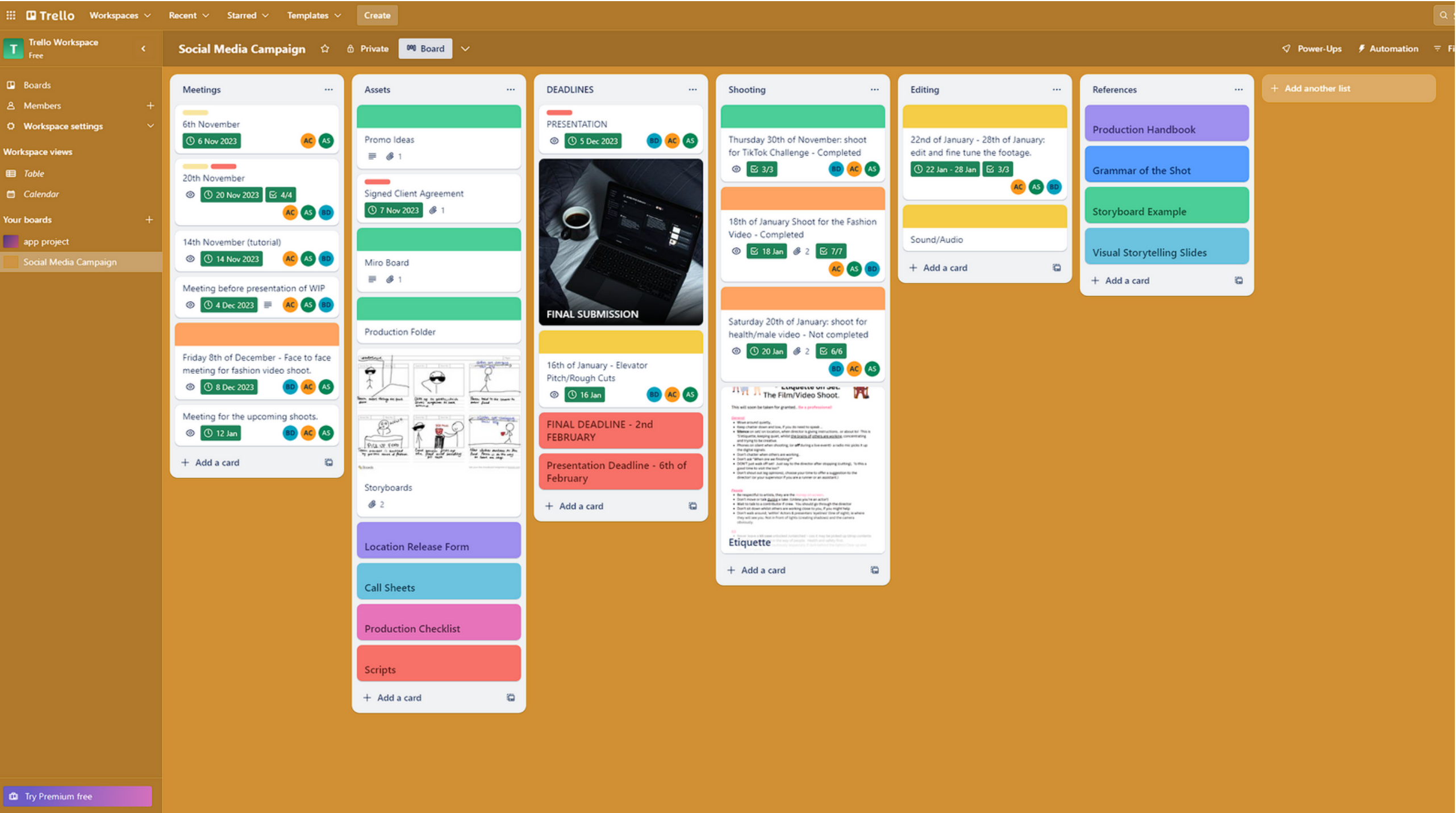
Phone +44 7308 298898

Email patrik.rurarz@gmail.com



# Trello

https://trello.com/invite/b/m6O9tQ79/ATTI7fb2729187cd83300d8f36bbc8a8e6d9BCFFD669/social-media-campaign

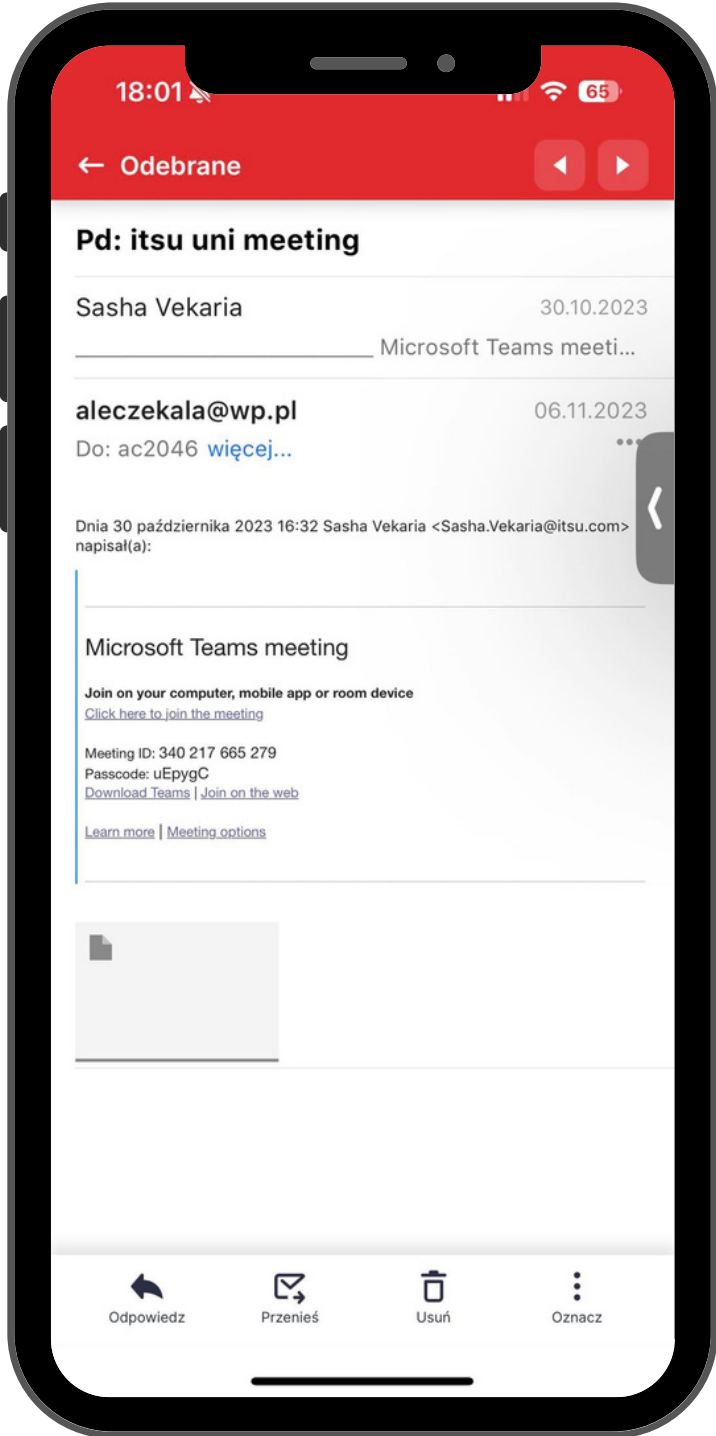
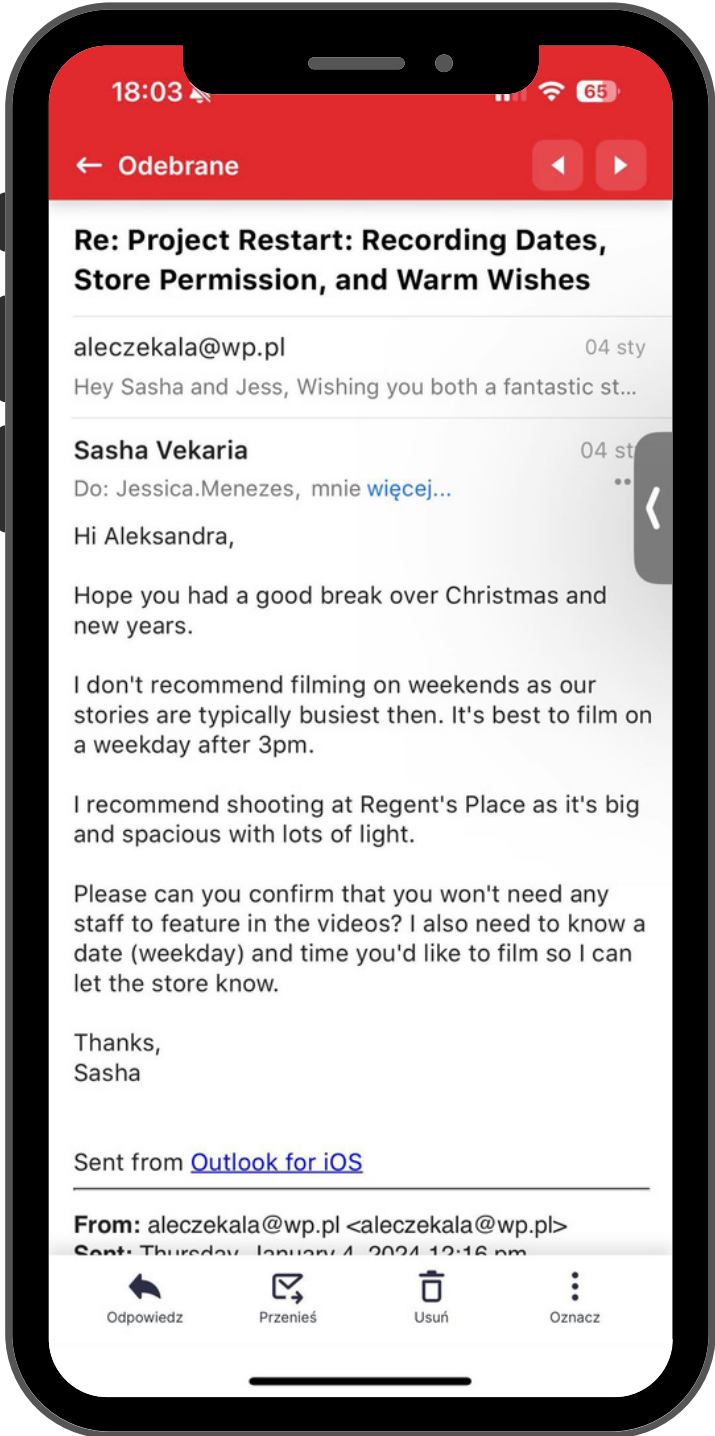
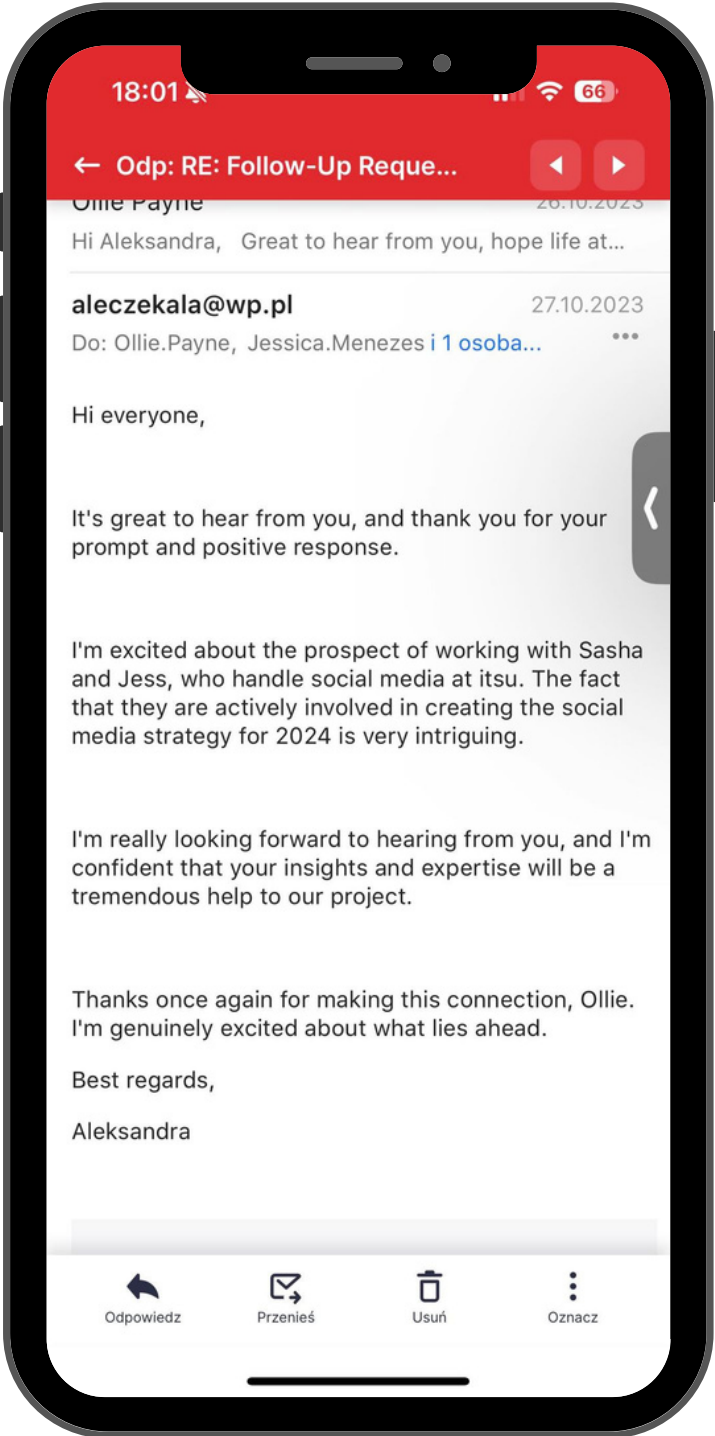
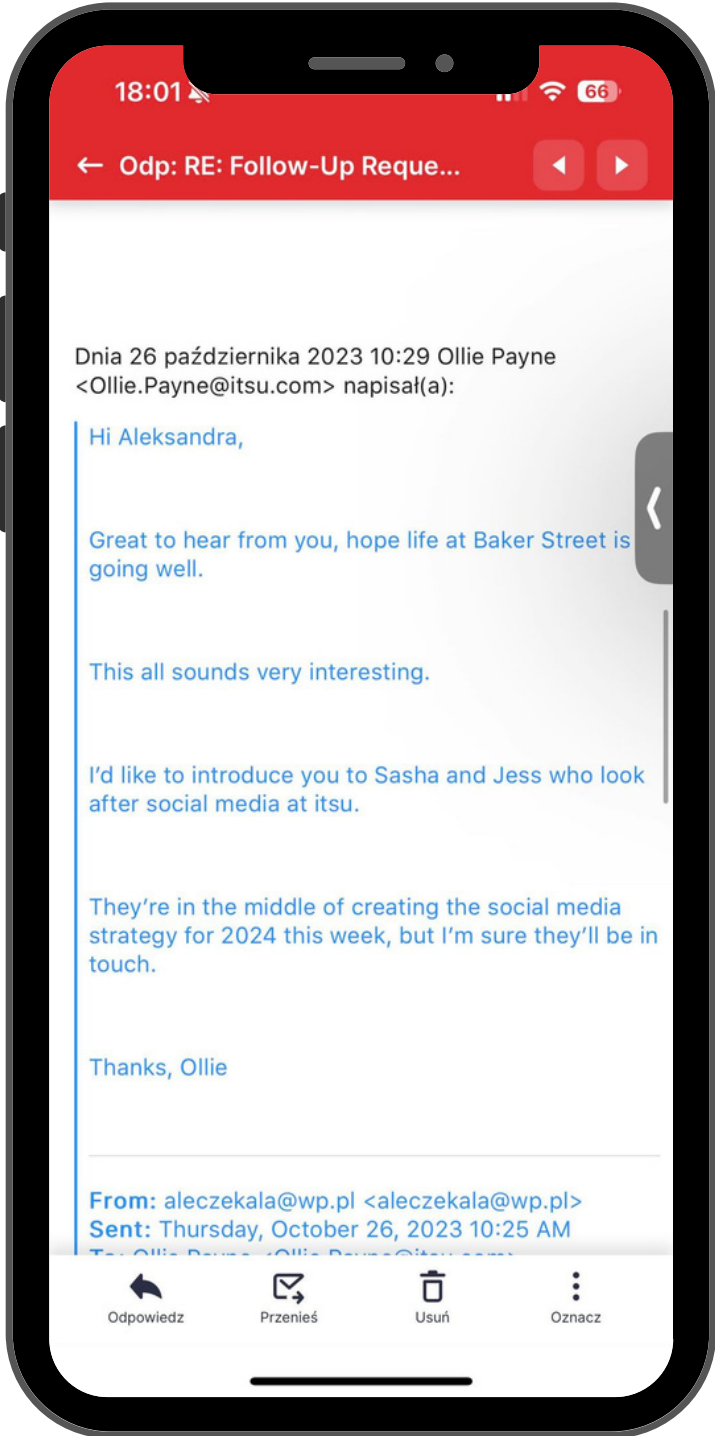




# Communication with our client:

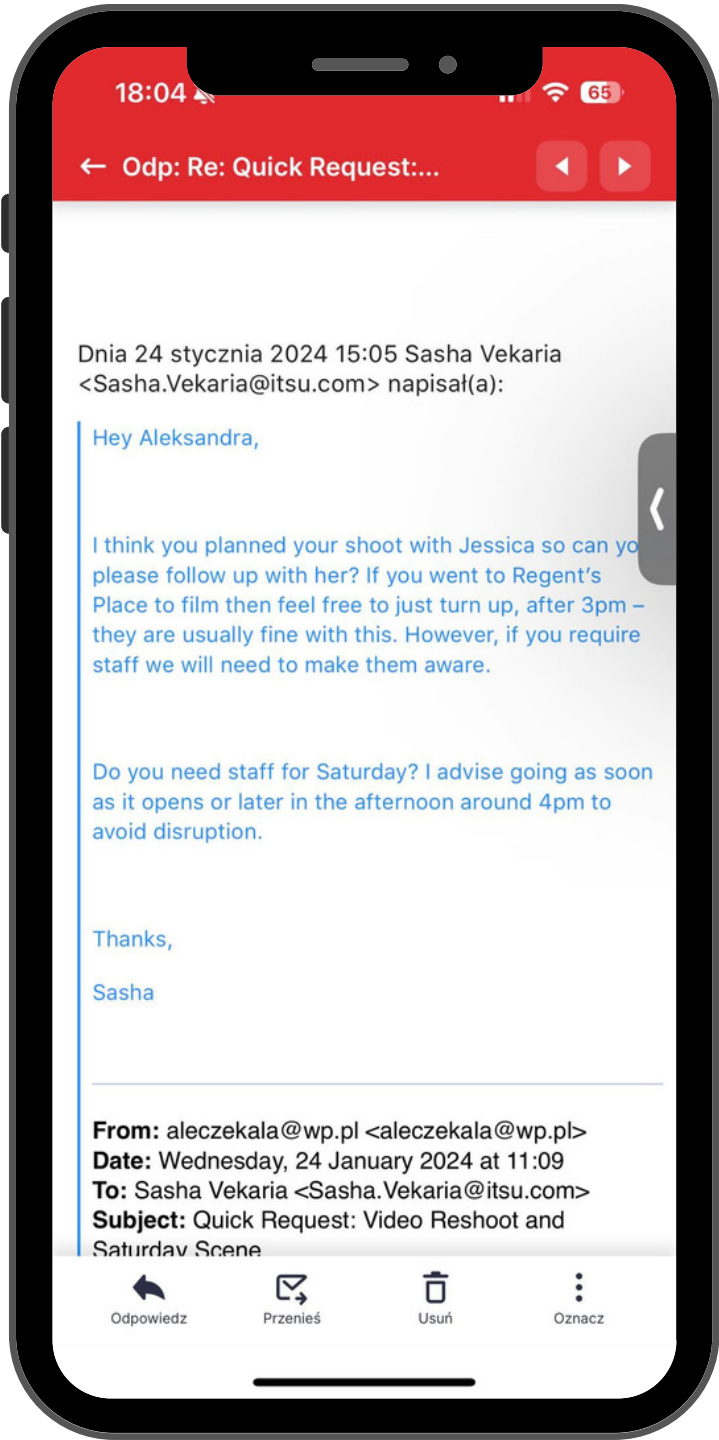
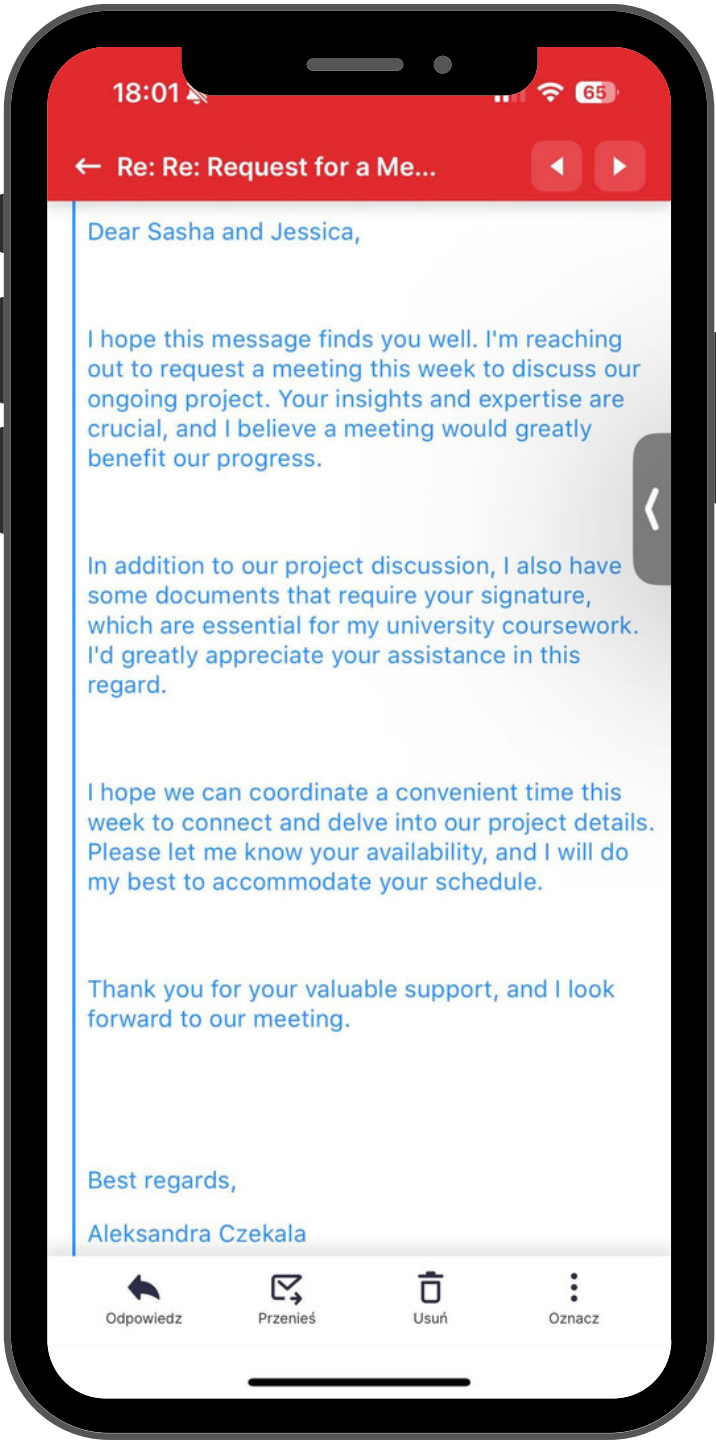
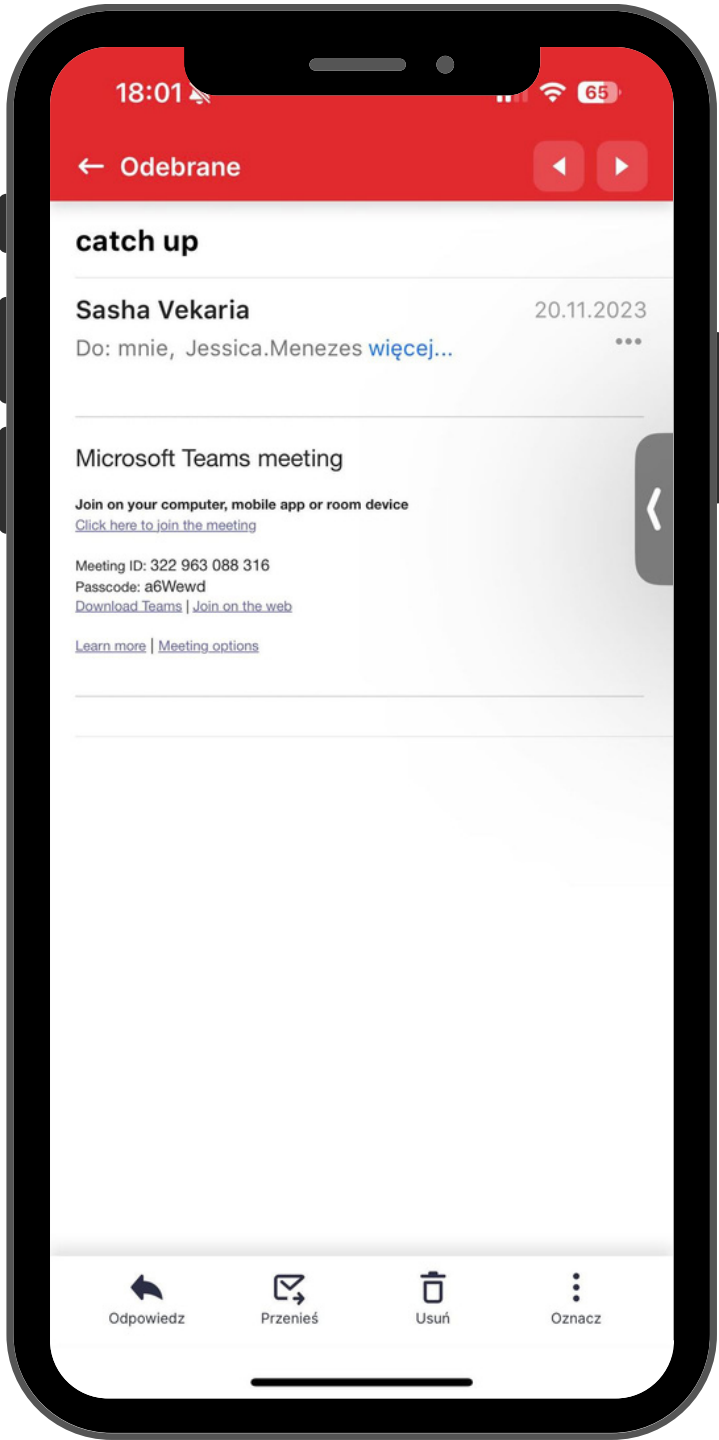
We mainly communicated through email and had a couple of meetings which we recorded. Communication is very important in a project like this and in our case we had some ups and downs that we will mention later in the presentation.

# Emails





# Emails



# Challenges Encountered During the Project:

1. Divergent schedules and varied work modes among team members impeded the fluidity of collaborative efforts.

solution:

- Implemented a shared calendar system to synchronise team schedules.
- Established designated work hours for collaborative tasks to enhance coordination.

2. Itsu's reluctance to authorize filming before 3 pm, driven by sunlight limitations, resulted in a deficiency of natural light during recording sessions.

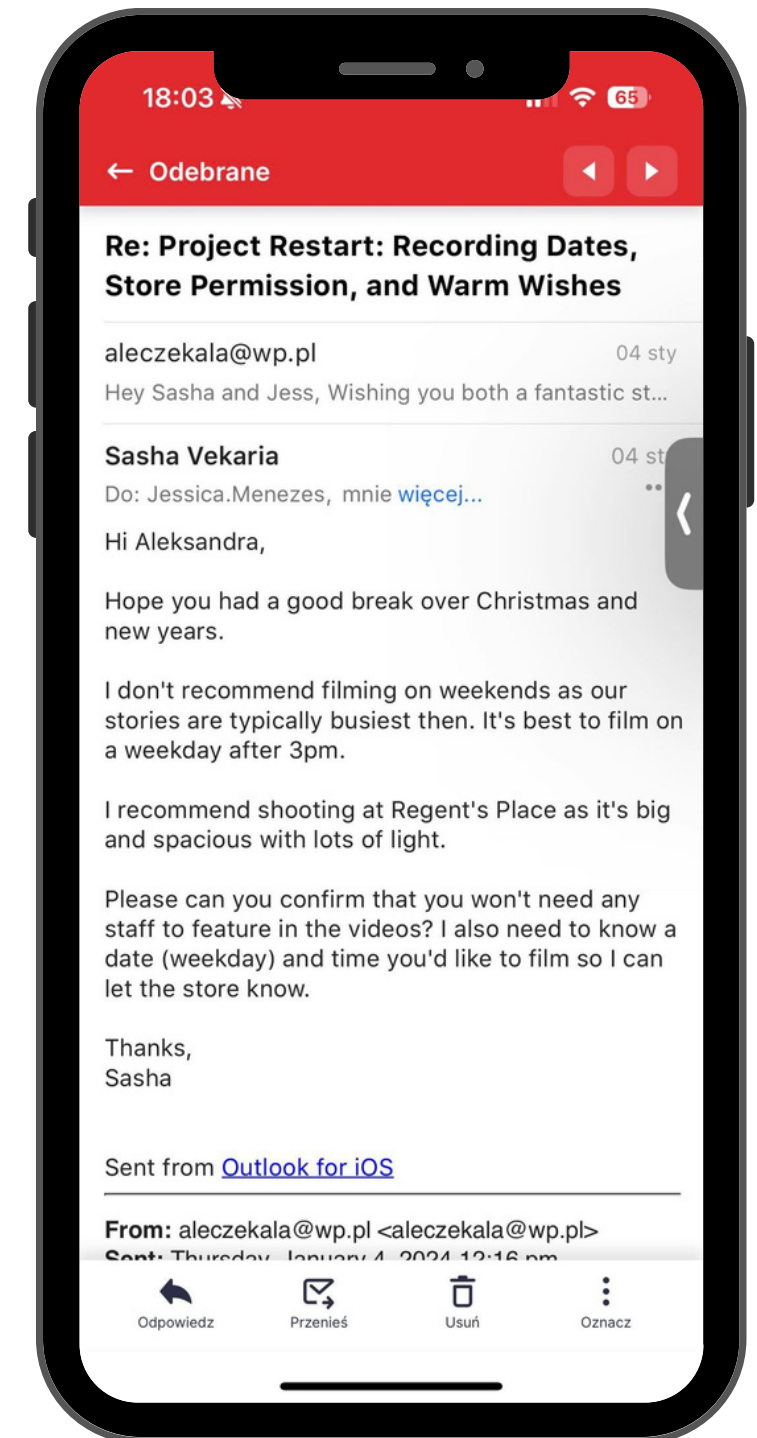
solution:

- Negotiated with Itsu for a more flexible filming window, considering alternative lighting solutions.
- Invested in additional lighting equipment to mitigate the impact of restricted filming times

3. Itsu's prohibition on capturing staff members on film detracted from the authenticity of the video content.

solution:

- Collaborated with Itsu to develop a compromise. Ultimately, we decided to record within Itsu using real food, enhancing the authenticity of our videos while respecting staff privacy.
- This approach not only adhered to Itsu's policies but also provided an immersive and genuine representation of our project.



# Challenges Encountered During the Project:

4. The consistent pressure exerted for weekly updates proved challenging, given the abundance of assignments and the limited availability for weekly recording due to conflicting schedules.

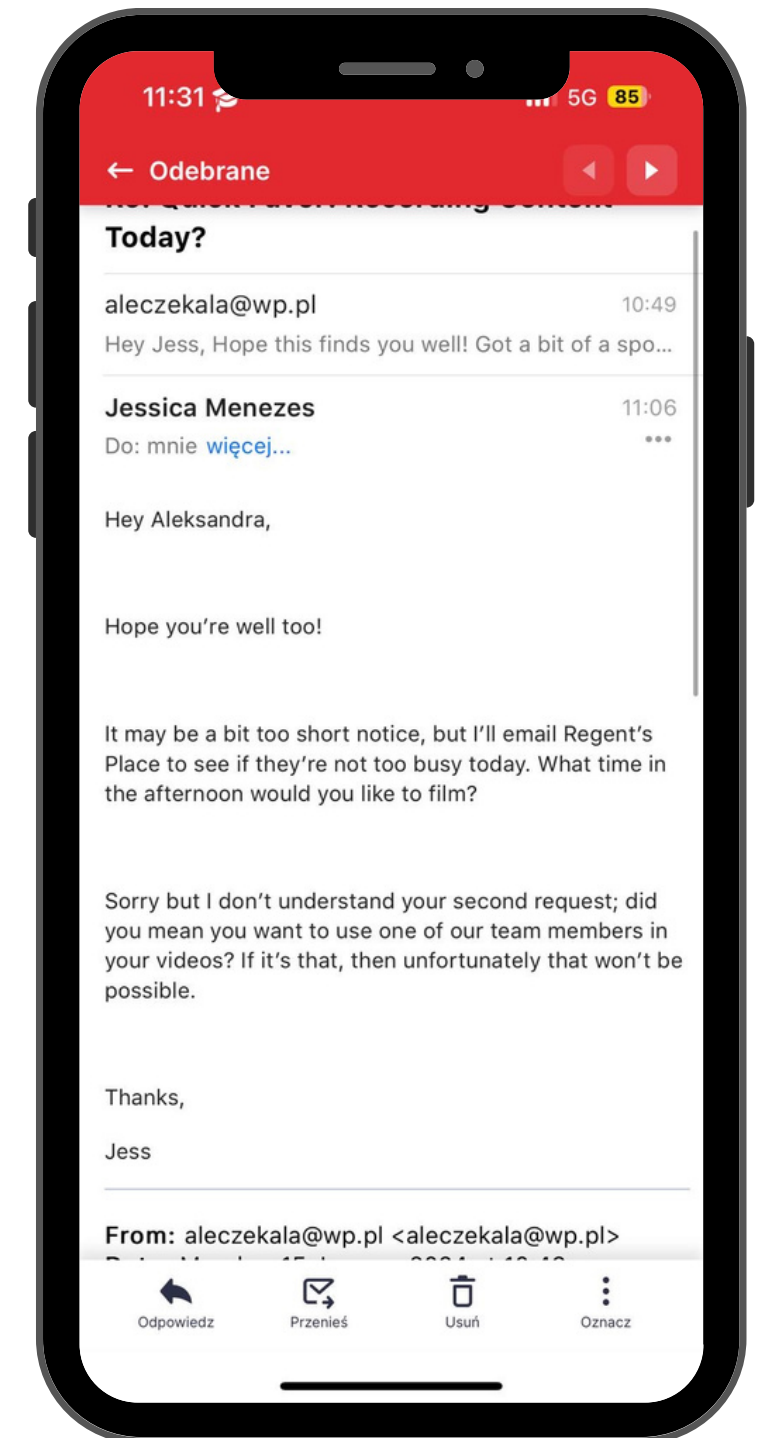
solution:

- Owing to the irregular nature of our recording days and meetings, the consistent presentation of weekly updates became challenging. This asymmetry in scheduling, compounded by the varying availability of team members, hindered our ability to showcase progress consistently. In response, efforts were made to streamline our project timeline, aligning recording sessions and meetings more cohesively to facilitate a more regular and structured presentation of our weekly updates.

5. Incomprehensible Communication, Chaotic Messages, Persistent Emailing Outside Working Hours.

solution:

- We engaged in discussions with fellow students who also grapple with the constant pressure stemming from unclear communication and persistent emails beyond regular working hours. Along the way, we found support and understanding from our peers, aiding us in deciphering the expectations conveyed through emails. This collaborative approach facilitated a more coherent and effective communication strategy within our team.

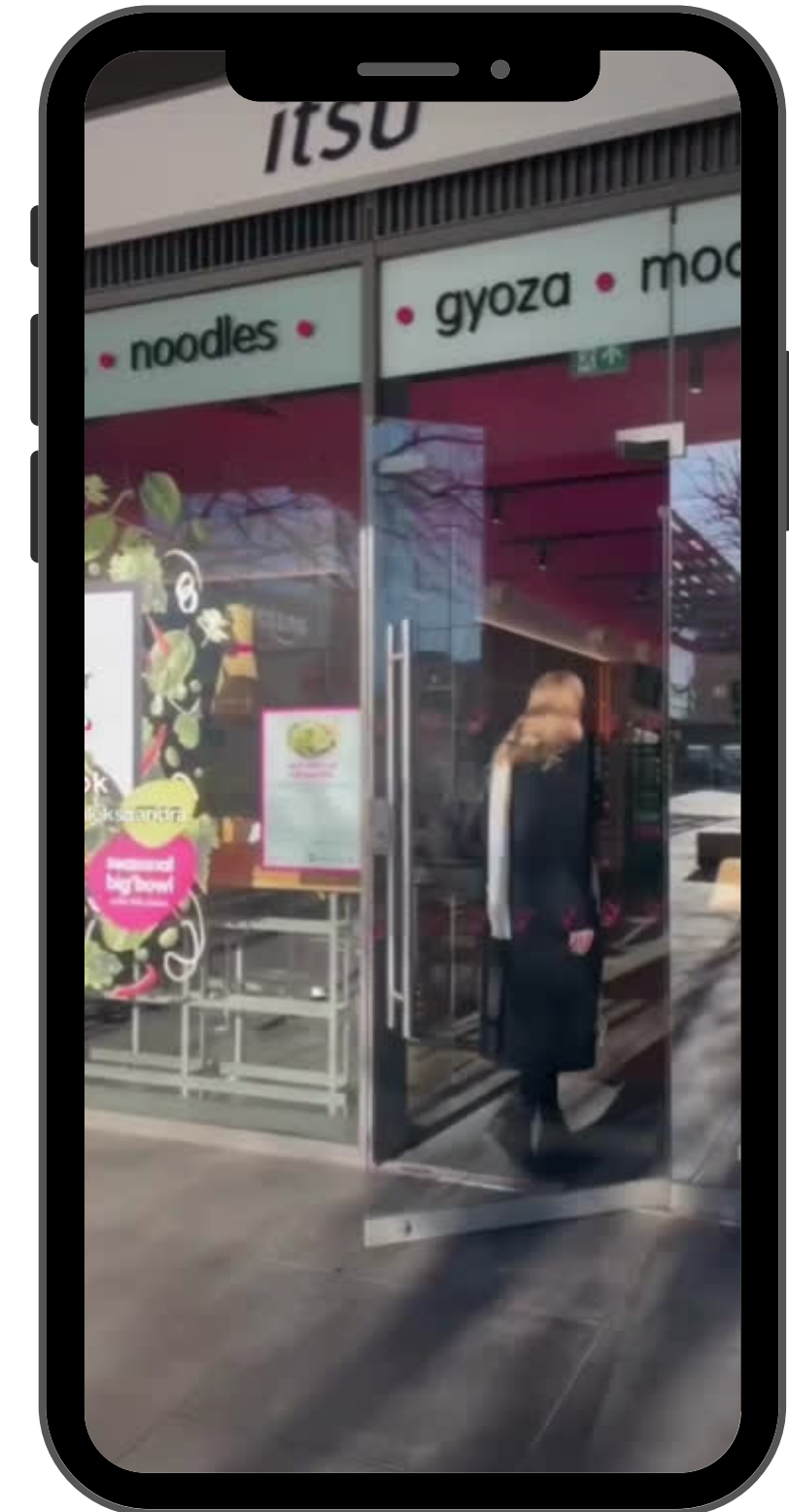


## Bonus Video

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This is our first attempt at the fashion video which did not make the cut. We tested the location and lightning and we understood that we need to make changes to our outfits in order to make it more “Fashion Week”.

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# OUTCOME

## **1. Procedures and Processes in Project Management:**

- Demonstrated adeptness in project management by meticulously planning, organising, and executing tasks related to content creation, marketing strategy, and collaboration with the Itsu team.

## **2. Effective Communication Skills:**

- Implemented a communication strategy that effectively conveys Itsu's brand message through engaging short videos. The content resonated with the target audience on platforms like Instagram and TikTok, showcasing a nuanced understanding of effective media forms.

## **3. Comprehensive Project Management Skills:**

- Successfully managed project resources, including time, staff coordination, and assets. This ensured the timely delivery of high-quality content aligned with Itsu's brand values.

## **4. Project Lifecycle Expertise:**

- Initiated and executed the Itsu project from conceptualisation to completion, showcasing a comprehensive understanding of the project lifecycle. This involved ideation, planning, execution, and post-production, resulting in a cohesive and impactful series of videos.

# Inspiration and References

<https://www.instagram.com/stevenwommack/reels/> - **Editing**

[https://www.instagram.com/reel/C19Gp-uMhMQ/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/reel/C19Gp-uMhMQ/?utm_source=ig_web_copy_link) - **Fashion Video**

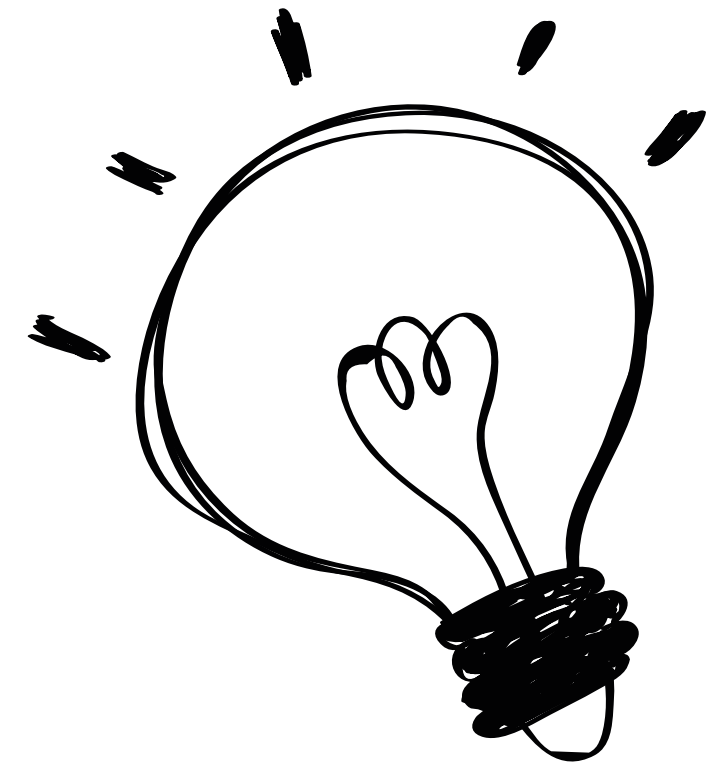
[https://www.instagram.com/p/C1CtJfXs\\_2R/](https://www.instagram.com/p/C1CtJfXs_2R/) - **Fashion Video**

<https://www.instagram.com/reel/C1l5ll4s8Dg/?igsh=MXRkOGoyaXNzbG9zZQ==> - **Fashion Video**

<https://www.tiktok.com/@jordanaconroy/video/7149612140377296134?lang=en> - **TikTok Challenge**

[Thompson, R., 2009. Grammar of the Shot. 2nd ed. Oxford: Focal Press.](#) - **Shooting**

<https://www.youtube.com/watch?v=iWQQgZh9EyE&t=223s> - **Shooting**



Creative Presentation

**Thank You**

