

Growing a Better World Together



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Advertisement Review

- ▶ Narration suited to radio advertising (no need for visual imagery)
- ▶ No one smiling
- ▶ Close-up shots of people's face/shoulders show little emotion
- ▶ No extreme close-ups of people's faces
- ▶ Hardly any food shots
- ▶ Food shots lack prominence e.g., when in a positive context there is a lack of vibrant colours

How to Maximise Viewer Engagement

Option 1

Stage 1: Storyboard using existing footage from selected film sequences in Rabobank's advertisement and Kickstarter video

Stage 2: Post-production/completion

Option 2

Stage 1: We create a new storyboard and narration that is congruent with key messages

Stage 2: We shoot and deliver complete advertisement

Stage 1: Storyboard based on using existing footage from selected film sequences in Rabobank's advertisement and Kickstarter video

0.0 –2.0 seconds

Woman's face in close-up

Shot description

1

Close up (face) and extreme close-up of woman's eyes (zoom in) and black background encourages the viewer to focus their attention and connect with her.

Narration:

"Imagine (woman closes eyes) there is enough healthy food for everyone"

Advert [0.0-0.2 secs]



Ceiling lights
will distract
viewers attention

Change to black
background



3.0 –5.0 seconds

Hand moving through a wheat field

Shot description

2

Shot encourages viewers to imagine what wheat (food) feels like and triggers thoughts about food abundance. Moving hand signifies progress and links to the shot 3, technology production.

Narration: *“Can you see it?”*

Kickstarter video [0.2-0.4 secs]



Shot description

3

Shot informs viewers how the sun and technology (solar panels) help to nurture crop growth. Followed by shots 4 and 5 showing the harvesting crops.

Narration: *“Imagine we can produce more food....”*

Kickstarter video [3.03-3.04 secs]



8.0 –10.0 seconds

Harvest

Kickstarter video [3.12-3.14 mins-secs]

Shot description

4

Green crops being harvested. The lush green symbolises abundance.



Shot description

5

The use of red and green (complementary colours) means that the viewers gaze will follow the worker.



11.0 –13.0 seconds

Young girl eating an apple and smiling

Shot description

6

Close-up of young girls face invites the viewer to empathise with young girl. Shot informs viewers how natural fresh fruit (apple) is fun to eat - encouraging healthy eating.

Narration: start at 12.0 seconds

“...without...”

Kickstarter video [4.26-4.28 secs]



14.0 –15.0 seconds

Forest damage - Farmer serious facial expression

Shot description

7

Shot informs viewers how natural forests have been devastated by western development projects.

The image captures his serious facial expressions (keep eyes open) which have a causal relationship with the destruction of the forest, shown by the tree stumps in background

Narration: *“...over taxing the earth”*

Advert [0.11 secs]



16.0 –18.0 seconds

People working the land and carrying fruit

Shot description

8

Shots inform viewers how agricultural land can be revived by team work (together message).

Narration:

“That we revive agricultural land....”

Kickstarter video [0.51-0.53 secs]



Colour
Saturation-Tone
increased

Shot description

9

Working the land to produce an abundance of crops.

Colours enhanced (vibrant) to invoke positive feelings.



19.0 –21.0 seconds

Food Waste

Shot description

10

Shot symbolises large scale food waste

Narration: “....and waster fewer resources. Imagine that no one has...”

Kickstarter video [0.24-0.26 secs]



Shot description

11

Shot zooms into a close-up of the families distress to encourage an empathetic response from the viewer

Narration: “...to leave their home to flee famine”

Advert [0.18 secs]



24.0 –25.0 seconds

Conflict

Shot description

12

Shot reveals how young children lives are involved in conflict Enhance wooden guns to stand out and reinforce the message 'conflict'

Narration: *"...and there are fewer conflicts"*

Advert [0.21 secs]



Enhance wooden guns to stand out

26.0 –27.0 seconds

Farmer in a field

Shot description

13

Close-up of farmers face to create emotional connection with viewer.

Narration: *“Now imagine...”*(eyes closed)

As the farmer hears a bank is working towards this vision he responds dramatically by opening his eyes in extreme close-up

...it’s a bank working towards this vision” (opens eyes)

Advert [0.25-0.26 secs]



28.0 –29.0 seconds

Rabobank

Shot description

14

First branding shot: Reveals the name of the bank and link between bank was founded by farmers

Narration: *“A bank founded....”*

Kickstarter video [1.07 mins-secs]



30.0 –32.0 seconds

Farmers

Kickstarter video [2.17 mins-secs] * shot 16 [1.01 mins-secs]

Shot description

15

The previous sequence with Rabobank makes a visual connection between bank and farmers. Farmer at work.

Narration: “*...by former farmers...*”



Shot description

16

Positive shot of farmers smiling faces with sunshine in background



33.0 –34.0 seconds

Farmers

Shot description

Farmers as a family (different generations)
- symbolising togetherness.

Narration: “...*that can substantially
achieve more together*”

17

Kickstarter video [1.02 mins-secs]



35.0 –36.0 seconds

Farmers

Shot description

18

Ariel shot of combine harvester -
symbolises farming on large scale

Narration:

“...and knows all about food...”

Kickstarter video [1.04 mins-secs]



37.0 –38.0 seconds

Planting

Kickstarter video [1.20 mins-secs]

Shot description

19

Close-up shot of hands and grow plants at a micro level - image symbolises new life, growth, positive future

Narration: “*...and how to grow it*”



Shot description

20

In contrast to the previous shot (planting) this head shot focuses on how high tech, science, innovation can increase food production. Caucasian: Asian symbolises international community

Narration: *“Imagine we kick start the smartest innovations....”*

Advert [0.39 secs]



Shot description

The shot reveals innovation outside of the lab in the field - synchronised by the hi tech wind turbines (eco friendly energy) – bright blue sky symbolises optimism.

21**Kickstarter video [2.04 mins-secs]**

Shot description

22

This shot symbolises technological innovation and collaboration (Rabobank's partners)

Narration: “...with our customers and partners”

Kickstarter video [2.12 mins-secs]



45.0 –46.0 seconds

Global

Shot description

Animation shot of world map as growing plants

Narration: “...on a global scale”

23

Kickstarter video [0.37-0.39 mins-secs]



Increased colour saturation makes the animation more vibrant

Shot description

24

Animation shot of coffee beans reveals the 6 continents. Colour tone change to make the image warmer and brown

Narration: *“...and jointly address the biggest food issues on 6 continents”*

Kickstarter video [1.56-1.57 mins-secs]



Kickstarter video [4.35-4.37 mins-secs] - [Shots 25-28]

Shot description

25

Close-up of faces increase empathetic response in viewer. Woman with soft, youthful and determined look.



Shot description

26

Young children with smiling faces.

Narration: *“Imagine that we can solve the world food problems together”*



Together 2

Kickstarter video [3.57-3.58 mins-secs]

Shot description

27

Close-up of mature male with engaging smile



Shot description

28

Medium/long shot of a group of people in vibrant colourful outfits symbolise team work and togetherness



Together 3

Kickstarter video [4.39 mins-secs]

Shot description

29

**Close-up of young girl – soft focus -
engaging smile and innocence**



53.0 –54.0 seconds

Rabobank

Shot description

2nd branding shot “us” is Rabobank
(similar to shot 14)

Narration:

“...and you can count on us”

30

Kickstarter video [1.07 mins-secs]



55.0 –56.0 seconds

Growing a better world

Shot descriptions

Shot 31 and 32 show innovation at work, growing plants and crops in laboratory environment

Narration:

“Growing a better world...”

Kickstarter video [3.57-3.58 mins-secs]

31



32



57.0 –58.0 seconds

Picking fruit

Kickstarter video [4.16-4.18 mins-secs]

Shot description

33

The shot shows two generations picking fresh fruit from trees – with the child innocently reaching out to an apple. Enhance colour saturation to make shot more vibrant

Narration: “...together”



Shot description

Shot reveals gigantic greenhouse roof cueing the viewer that environmental mass food production is feasible

Narration: “Rabobank”

34

Kickstarter video [2.35-2.36 mins-secs]

Need to change sky colour to sky blue

Growing a better world together

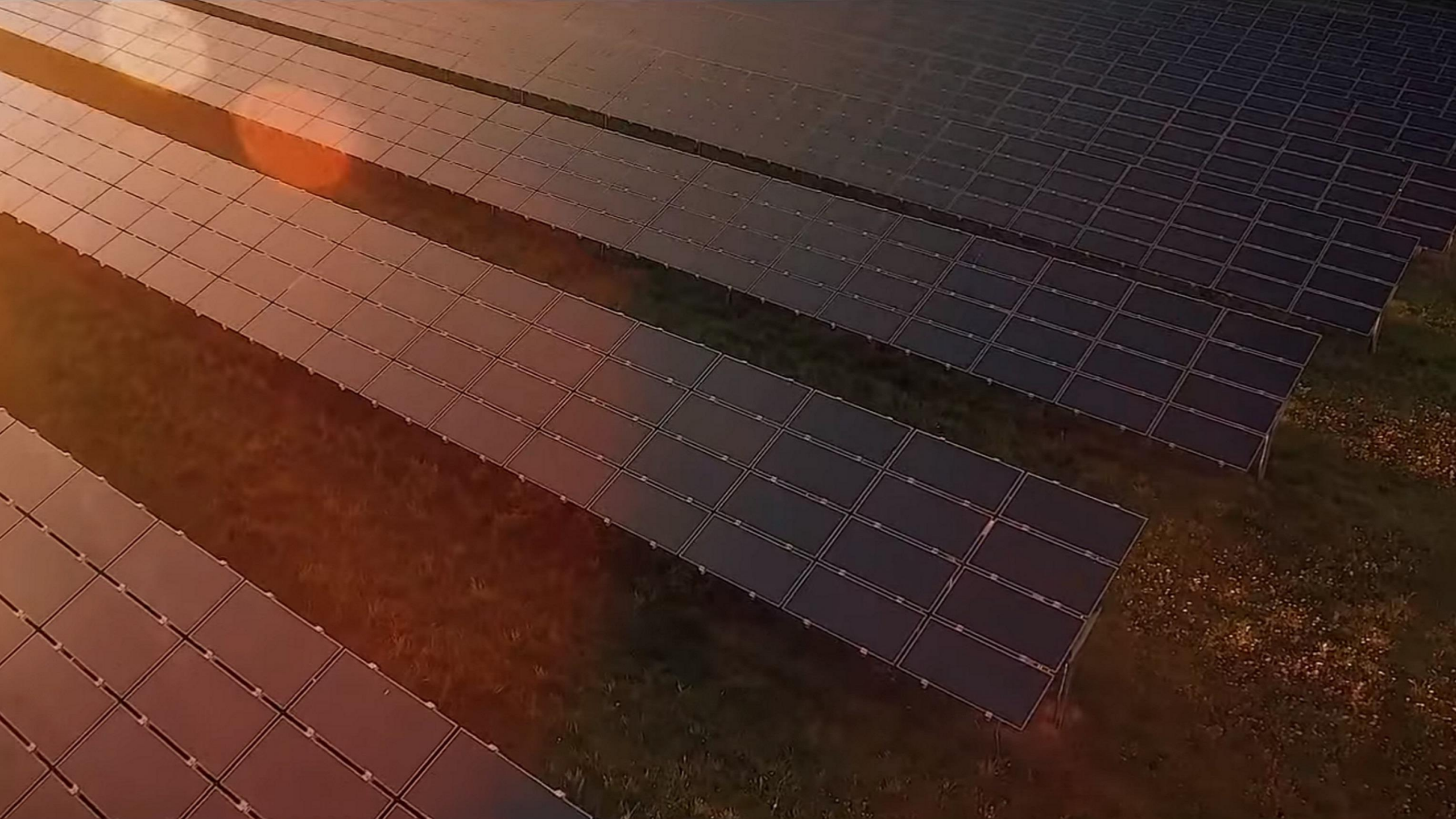


Branding message
(Logo needs to be close the message)

Proposed Camera Shots



























Rabobank

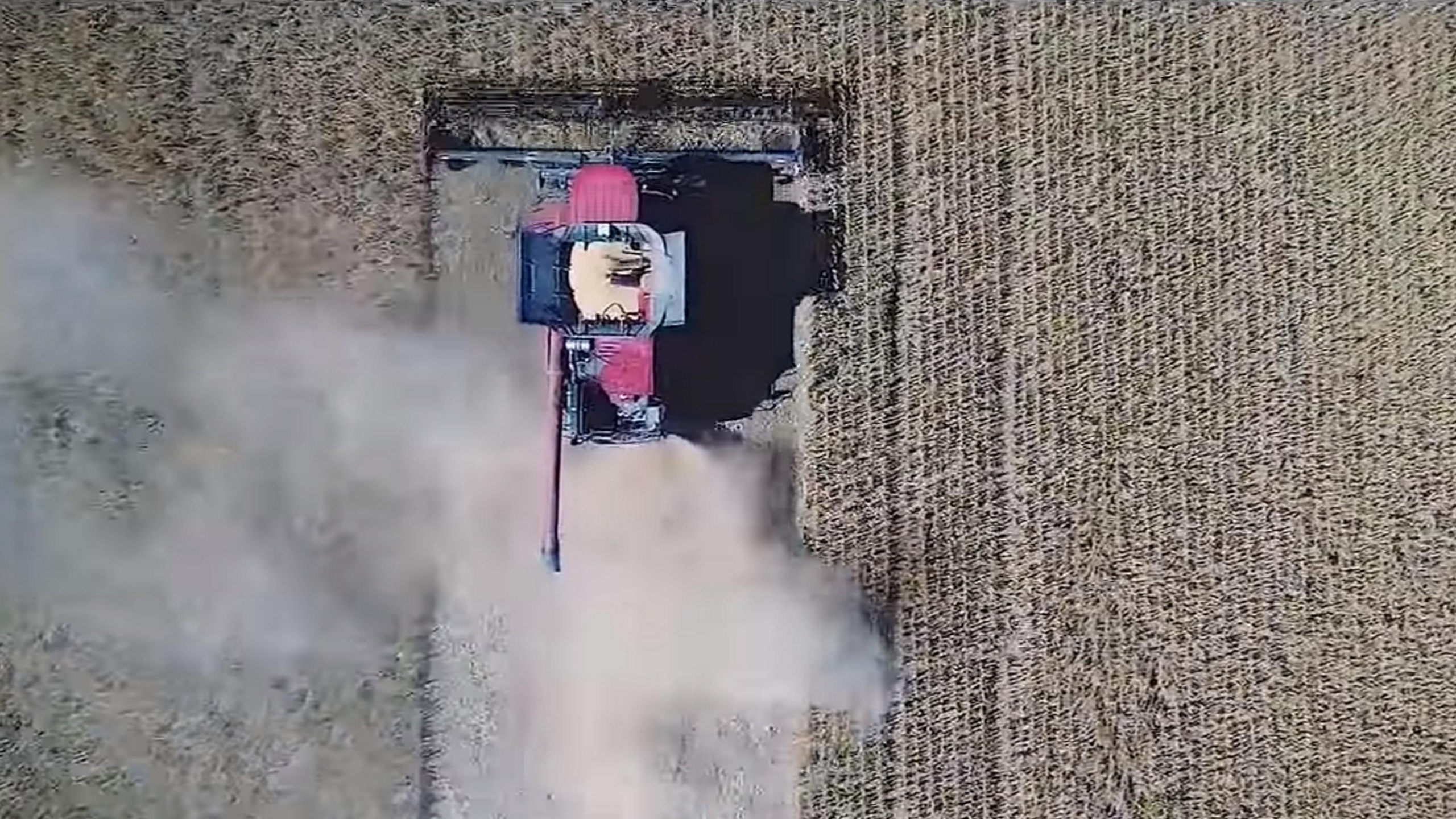
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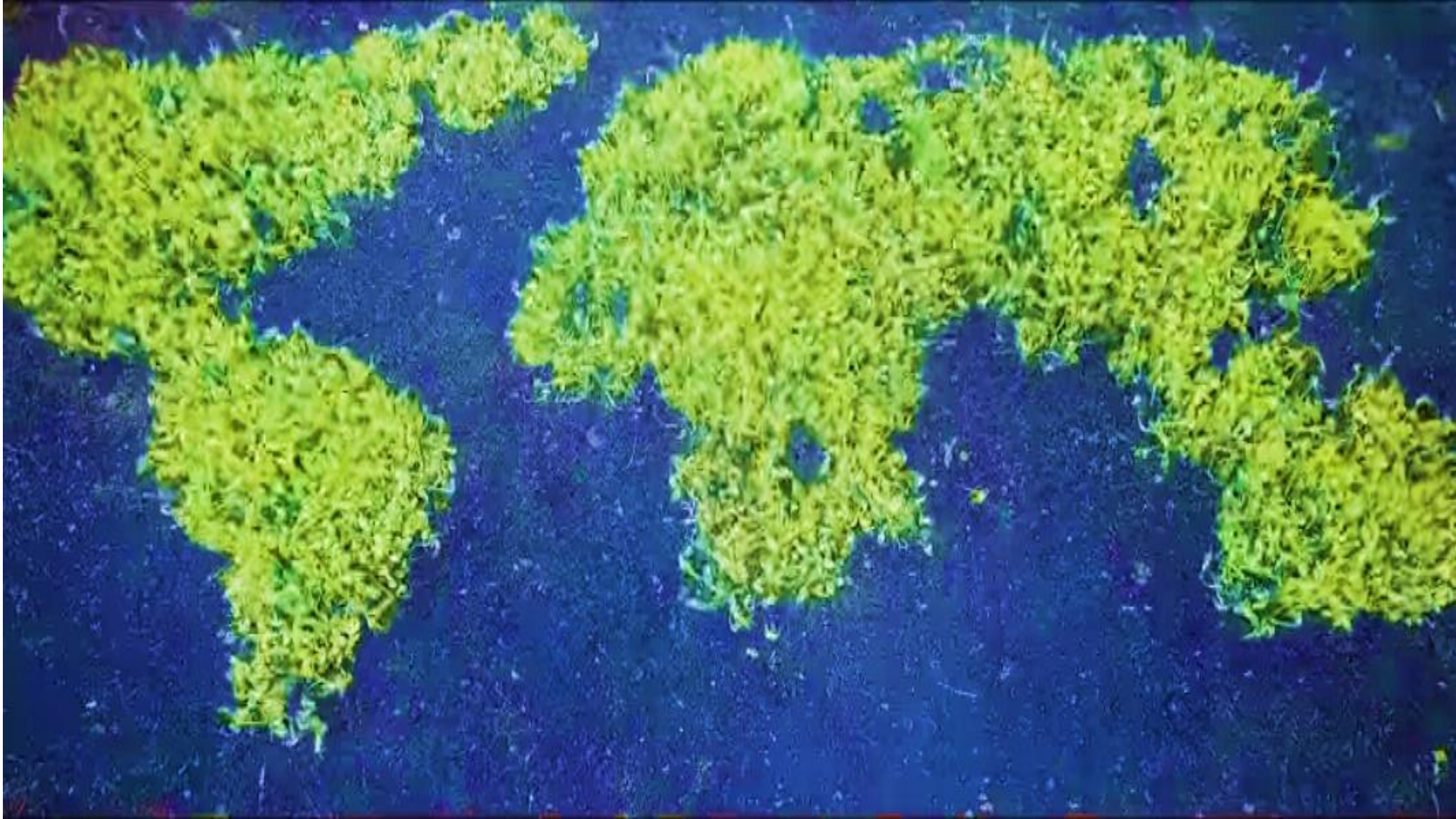


























Rabobank

A photograph of the Rabobank building entrance. The building has a modern glass facade with the 'Rabobank' logo in large, white, italicized letters. Below the logo are glass doors and windows. In the foreground, there is a sidewalk with a few people, including two men in suits talking on the left and a person on a bicycle in the center. A blue parking sign with a white 'P' and an arrow pointing right is visible. The scene is captured with a slight motion blur, suggesting a candid street shot.

P







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