

Linee guida redatte dal Lead Partner del progetto INNOCULTOUR per la realizzazione di video virali (in inglese)

Viral video

Act. 5.2 Promotion of selected sites

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Content	Guidelines for viral video realization
WP / Activity	5.2

Viral video

n. 5 professional video clips is one of the project output of WP 5.2

AIM

One of the primary target of the project are the young people of 25 – 45 years old, and will serve as initial driver force to reach other age segments , including vulnerable groups.

The main outputs of WP 5.2 , and viral video is one of those, will be used by project partners to promote both their territories and sites as soon as the museums involved and their offer (and new installations once they will be operational.)

REALISATION

In the application form is foreseen that pps will subcontracted the realisation of 5 viral videos, so 1 for each partner, with music of international artists for sharing through video platforms & social media.

The video clip will have two fundamental channel of dissemination :

- promotional for dissemination in the web & social for all web navigators / all targets
- in the beacons / video in the museums and sites for tourists, visitors, citizens, etc.

It could be realized two versions of video clip:

- one more institutional
 - one more useful and adapt for web dissemination
- It is important to respect the common branding rules.

Logo for video resolution – (by Project Brand Manual)

For video, the project logo have to respect this dimensions:

Video FullHD & HD	1920*1080 px 1280*720 px	300 px	400 px
Video SD	1050*576 px	240 px	300 px

The logo have to appear in the first screen image together with the title of the video, in all video images and in the final pages with the credits.

The resolution indicated in the brand manual have to be respected in the starting and final pages.

Audio / Video information – (by Factsheet n. 8)

Any radio/audio spots should be marked and indicate that they are co-financed by the European Union. Please consider the following formats: 8” brief announcement (so called radio billboard just to indicate an institution financing a given Programme, right before or after a given program, and 15’, 30” up to 60” radio spots. Radio spots can be treated as short forms (small promotional objects accordingly to art. 4 point 2 of the Commission Implementing Regulation (EU) No 821/2014 of 28 July 2014). Thus the message would be “Programme co-financed by the European Union”. In case of longer forms, like radio programs, the message would be “Programme co-financed by the European Union from the European Regional Development Fund”. Ideally, any spot should mention a website where more info is available. However, above a length of 30 seconds, both the reference to the European Union and the ERDF shall be mentioned.

OTHER TIPS BY JS

In case of interview with testimonial it is compulsory translate the Italian or Croatian languages /speakers and insert the subtitle in English. The English is the official languages of the programme.

For other technical specifics or doubt please contact PP2 Veneto Region (and/or LP) : don't contact directly JS .