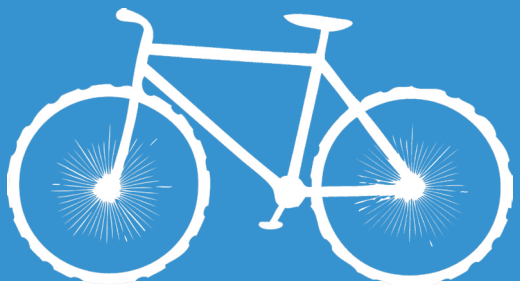
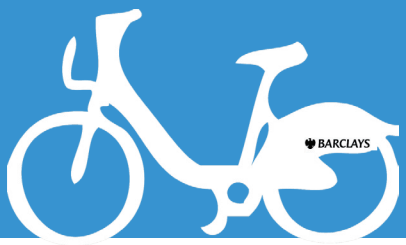
VIDEO, STORYTELLING AND LONDON CYCLING

- Nieke Tebeest





London, June 2013

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D E X

PREFACE

As one of the very first CMD students in Utrecht to graduate, I'm very glad to say my report is almost done. After four and a half months of very hard work, the report, video and final results can finally be showed and shared with the world. But first, there are a few people I want to thank.

At first all my colleagues at Nice & Serious for being an absolute delight during my internship. Verity, thank you for being a great supervisor and giving me feedback and help whenever I needed. And of course for recommending me to the company. Sera, for keeping the insanity around. Nick, for all the help on edits and Final Cut. Ben and Tom for giving me the opportunity to graduate at the company. And Dom, Reimo, Pete, Duncan and Matt for the fun fussball games whenever I needed to get rid of my anger.

Second, graduation supervisor Frank Meeuwsen, who didn't only helped me to get through the process, but by being one of the nicest teachers I've had during my time at CMD as well. I really enjoyed all our conversations about Game of Thrones!

I want to thank my boyfriend Joe, for all the moral support, patience and checking my essay on the English grammer and vocabulary. And not to forget about my place to stay in London.

My mom, dad and sister for supporting me through the process. Although this mainly had to be done through Skype, a lot of iMessages and Whatsapps.

Robin and Sietske, for hearing me out rambling on about my project and trying to keep me calm.

Ajan and Yuki for making the motion graphics in my video look amazing. And of course, everyone who was willing to do an interview for my film.

I've learned a lot the last few months and had a great time doing so.

- Nieke

SUMMARY

Video is everywhere. With YouTube becoming one of the biggest social media websites and the explosion of viral video, it has become a very important factor for big brands. With millions and millions of people dancing to 'Gangnam Style' and everyone humming 'Dumb Ways to Die', video really is able to help promote brands in a fun and original way. Nice and Serious green-lighted a project about video and storytelling as long as a sustainable message would be sent across. This is why this thesis will be aimed around London cycling.

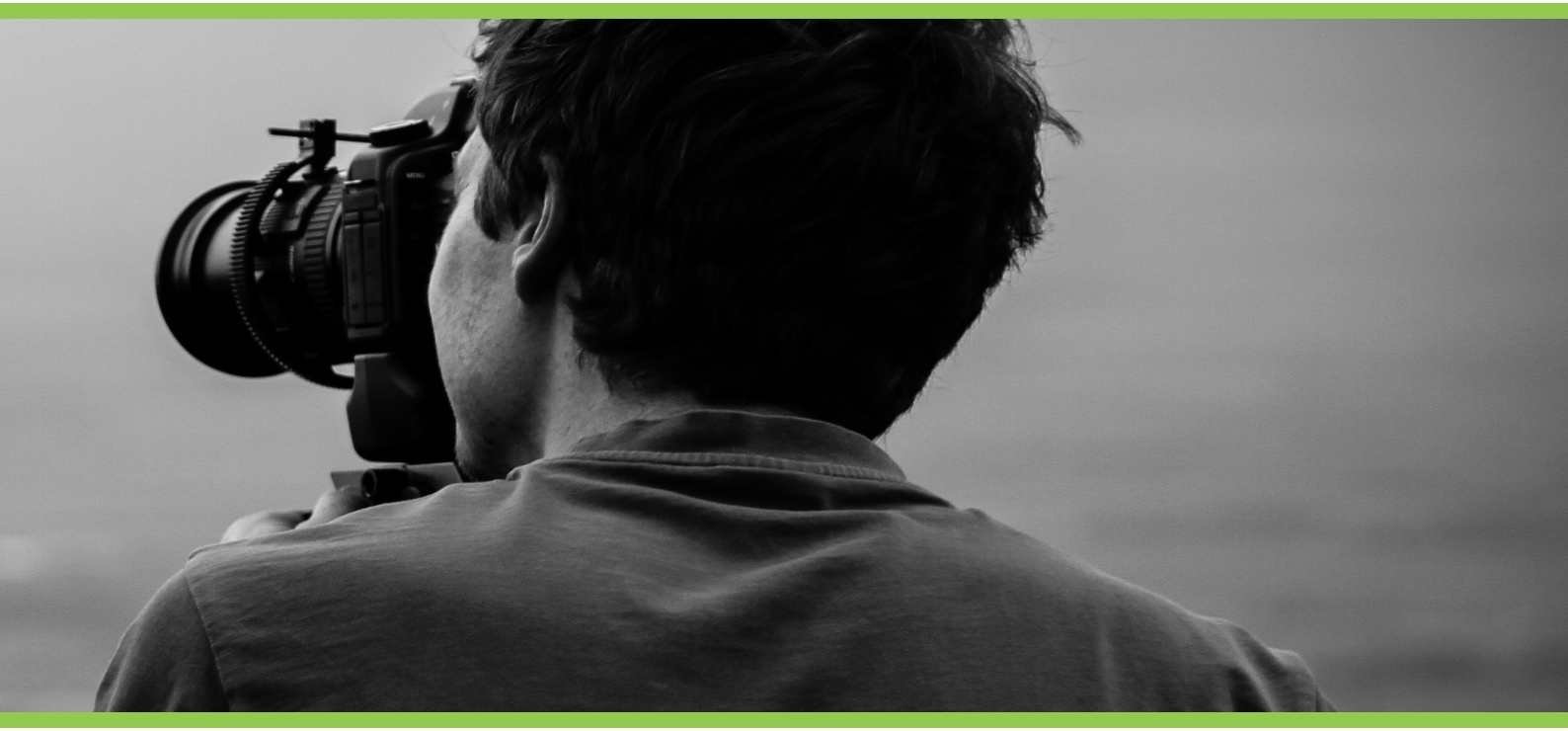
work with video as well. It's made to make a good video, with in this case, the subject cycling in London. But the insight in video can be used for multiple projects.

But video is more than just some shots, an idea and actors. It's a way of storytelling, which can be done in multiple ways, but if you want a successful and maybe even viral video, there's much more to it. Video is complicated and there's a lot more to it than most companies and people would think…

> "What is the best way to use video and storytelling, to make the inhabitants, living and working in London, aware of the possibilities of cycling in the center of their city?"

In this thesis the subject of London cycling and video will be made clear to you. And hopefully after reading this you'll completely understand why the 'get on your bike and ride' (the final product) video looks like the way it does now. Of course this thesis can be used as an insight on how to

INTROD



UCTION

1. OPENING

Video is a very complicated and divergent medium. There are a lot of different ways of using it and because of all these ways video is intriguing and changing all the time. This thesis, mainly focused on advertisement online, will give an insight on how to make a video of a specific subject; in this case, cycling in London. This is a subject that promotes much debate and lots of changes are being made to make London a more cycle-friendly place.

But this thesis will not only focus on cycling in London. For other video productions, it would be a great help. It will give insight in how to make a successful video, the use of storytelling and trying to change people's behaviour.

Because:

> "If a picture is worth a 1000 words, then a video is worth a 1000 words, 25 times a second." (1)

1. The Distilled Guide To Online Video Marketing, Distilled, Online PDF

Controlled
ZONE
Mon - Sat
8.30 am - 6.30 pm
Traffic
enforcement
cameras

DEFINITION OF THE PROBLEM, 2. GOAL AND MAIN QUESTION

2.1 Definition of the problem & main question

Cycling in London is not without its fair share of problems. People are wary of the traffic in a city full of black cabs and buses. The public are also ill-informed, and therefore, ill-prepared to safely navigate the city on two wheels. But what would be a way to promote and help the already on-going campaigns? A possible answer: video. But what would be the best way, and how will the story be told.

> *What is the best way to use video and storytelling, to make the inhabitants, living and working in London, aware of the possibilities of cycling in the centre of London?*

Despite the dangers, cycling in London is growing in popularity. More cycle stores pop up and the roads start to get busier. But a lot of people are still afraid and don't see all the benefits of cycling. What is the best way to show these people that it is actually a good idea to cycle in London? What type of storytelling has to be used and how to show this in video effectively.

2.2 Goal

Make people aware about the possibilities of cycling in the city through a video.

The goal of this video is to make people aware about the possibilities of cycling. As there is still a lot changing in the 'cycling scene', the important factor is to make people think. After seeing the video, they should reconsider their preconceived ideas on cycling in a major city, the benefits to their health and the environment.

2.3 The company – Nice and Serious

Nice and Serious is a full service, creative agency that focuses on producing films, animations, websites and infographics about environmental and social issues. They aim to make the world a better place by helping responsible organisations communicate their sustainability stories. With a passionate and knowledgeable team, Nice and Serious ensures that each and every project they deliver is remarkable and packed full of personality.

2.4 Relevance for the company

The research could benefit Nice and Serious in numbers of ways. The first, most obvious link between what is planned and the type of work Nice & Serious specialises in, is how the video helps to change people's behaviour, particularly on an environmentally driven one such as cycling to work.

The rest of the research is a good insight in to what is possible in video and how to apply this to video production. Nice & Serious did give the chance to pick a subject for the video; this resulted in to the choice of cycling in London. Which is a very topical issue in the UK and London right now. The company could eventually use it for pitches and an insight in to the subject when a project might come along the way, which might include cycling in London.

Canon

DEFINED AND KNOWN

3. SOURCES WITHIN THIS RESEARCH

There is no specific research about the main question of this essay, but there are different kinds of research about the subjects, which have to come together in the end.

There is a lot of research, especially online, about video and storytelling. The problem with books in this case is that they'll get out of date really quickly. The way of telling stories and making videos changes so fast that online is the best source of information. Books take a while to get published, while everything on the Internet can be put online right away. This fact is very important for research in video. For storytelling, books definitely have an extra value and are very useful.
Conclusions depend on the research. There are a lot of statistics, which will help inform the research as well as information about how to make a successful video.

Research about people's behaviour is endless. But this thesis will define the research just for the use of this video. There is a lot more known on this subject but not everything will be of extra value.

The research about cycling mainly comes from on-going campaigns and websites about the subject. There are a lot of online blogs dedicated to cycling in London; a lot of information can be found from different blog posts and comments posted on those.

But those facts, which can be found online, are not enough to make a video about promoting cycling. Everything has to be put together and there are more opinions and field research needed to get an actual answer on the main question.

4. ADDED VALUE OF OF MY PROJECT

The added value of my project will become clear upon completion. The research will not only have value for this video, but for new projects as well. It gives insight in to what's going on in video right now and how to effectively portay the message. There's a lot of research on the matter, but not all added together in one report.

The goal of this product will be to show what can be done after all the research and analysis is completed. How the project came to the end point and what happened while being in the process. All this can be read in this thesis with the accompaning the final product in the end.

5. SUB QUESTIONS

To get to the main question, these sub questions will be used to find out the final answer.

- What are the success factors of a video, which can be used in the London cycling video?
- Which archetype in storytelling would be best suitable in the cycling video?
- How can you influence people's knowledge by use of a video?
- What is the main reason people cycle in London?

CONCEPTIO

N FRAMING

6. TARGET GROUP

6.1 Target group: People living and working in London

In the main question, the target group is described as the people living and working in London. However, there are more than 8 million people living in London. Of which the total workforce is 4,287,000. (1) So the people targeted are mainly the people actually living and working in London.

At the end of 2012 there were already 540.000 trips a day by bicycle. So the people who don't cycle to work would be a rough 3 million people. And although not everyone is capable of cycling, there is at least 25% who would be able go to work by bike. But the people who already do cycle do have to be included in to the target group as they are the people to possible share the video and feel related to it.

The age group can be very wide as well. People of different ages cycle, this can go from 18 to 60, as this is the group of working people. And although research tells us more men currently cycle in London than women, the social standard of people cycling is very different as well. There are a lot of different reasons for cycling, which will be discussed in this essay later on. A bike is not that expensive to buy and most of the time cycling might even be faster than taking the tube. But there are others who cycle to take care of the environment or for exercise.

To research why people cycle and how to motivate potential cyclists, multiple cycle bloggers and people cycling tor work were asked why they decided to cycle. And of course a look on the other side as well. These questions were asked via email and in face-to-face interviews, mainly to find out the reasons why people actually cycle. And to make this come forward and show in the final video, so people know what the benefits are. What holds people back to go cycling? The following main five reasons to cycle to work came from the research:

- Exercise
- Saving money
- Speed (getting to work faster)

1. http://www.londoncouncils.gov.uk/londonfacts/default.htm?category=7#ref127

- Environment
- Easier to get from place to place

The main 5 reasons are all positive, people cycle because it is cheaper, healthier and it's faster. Just like people decide to make decisions in live, these people decided to go cycling, as there is more positive than negative about it. People who do not cycle might answer this question differently. But as the goal of the video is to raise awareness for the people who do not cycle, they have to see why they should.

But there are some reasons that hold people back from cycling. The government are trying to make London a more cycle friendly city, with for example the Love London, Go Dutch campaign, which is trying to make London a safe and inviting city for cyclists like they are in the Netherlands. But London is definitely not there yet. Most people fear to cycle in London. There's a lot of traffic in the city, and especially with all the buses and cabs driving around, people fear for their lives. Cycle lanes started to pop up around the city, but most of those are still basically on the road, instead of beside it. In 2011, there were 4,274 reported accidents on London's roads, of which 16 cyclists died. (2) But if you compare this to the amount of accidents in other countries, or the accident with cars, this isn't even too bad.
Another problem in London is cycle parking. There are not enough places to put your bike. More and more bicycle parking places appear, but it's still not enough to get your bike everywhere. The solution a lot of people found for this is just taking their bikes into the office or using a fold-in bike.

The next three personas give an example of what the cyclists in London are like, and how different they could be. Followed by two personas that could be potential cyclists in London.
Some of the names are fictional because of privacy reasons. The personas are based on people interviewed for the research and development of this graduation assignment.

The reason of setting up these personas is to get insight in the target group. The personas can be used as people who would be in the video, especially from the London cyclist's side. The other personas of potential cyclists can be used as a 'goal-group' for the people, which the video might apply on. The described people could be in the video, or watch the video and actually decide to go cycling to work.

2. http://www.thetimes.co.uk/tto/public/cyclesafety/article3313260.ece

6.2 Persona - London Cyclists

Daniel Johnson, the passionate cyclist
This is Daniel, a 40 year old teacher from Enfield, North London. He's a dad of two; Ian who is 8 years old and Megan who just turned 5. Next to his family life and work he's a passionate cyclist, using his bike as much as he can. He has been cycling passionately for over 10 years now. He mainly started cycling because it was the fastest way to work. He doesn't only cycle in London, but finishes long rides with his club called the London Baroudeurs. Daniel is the captain of the club and came up with the idea. Through their website they try to get new members and get the cycling spirit going.

He rode in the Alps and Pyrenees with the London Baroudeurs and trains young people at the school he works at to ride the 60-mile annual London to Brighton charity bike ride. Next to all that, he recently completed his second Paris-Roubaix challenge. Daniel is very passionate about cycling and can't go without his bike anymore.

The kids are still a bit too young, but they have a bit of space to cycle around the garden, and in the park. Rose, his wife really enjoys cycling but isn't as passionate about it as Daniel is. Daniel's biggest hobbies next to cycling are reading and travelling. All though he thinks there isn't enough time for that because of his job. But he has to spread the love for both around the year.

John Michaels, the guy who cycles for fun
This is John, a 28-year-old designer living in Barking, East London. John works at a leading Digital Agency in the centre of London. Together with his girlfriend, Naomi, he has a studio in Barking, which he just moved into. John started cycling about 3 years ago, mainly because the cost of the tube, train and bus were too much for him. With the purchase of a bicycle he had a lot less travel costs a year. Naomi decided to do the same but she did it mainly for the environmental side of it. John is not a big fan of getting on the bike all dressed up in gear. He has a helmet but that's the only thing he's willing to wear. Most

of the time he just wears jeans, sneakers and jacket. To work, cycle gear is not necessary in his case.

Ana Rodrigues, was scared of cycling
This is Ana, a 32 year old receptionist from Brazil. Ana moved to London at the age of 25 and never really cycled before. When she started doing internships out and about London she decided she could save a lot of money on travelling and gave the bike a try. At first she wasn't to sure about it as of all the dangers but decided to go in the end. Now she has got two of her best friends to cycle. Cycling has got more popular in London since she's started. Now she has a job and doesn't really cycle for the money anymore as she still really enjoys the fresh air and exercise everyday. She even found a shop, which sells special clothing, helmets and accessories for woman cycling in London. This is where she bought her bright blue helmet.

Ana lives in an apartment in Richmond, West London. She loves going out for drinks in the weekend with her friends, but really enjoys dance shows as well. She does all sorts of dancing from ballet to street dance, which she's been doing since a very young age. She just met a very nice guy who she's been dating for a few months. Ana really enjoys her stay in the UK and al though she really misses her family and friends in Brazil, she wouldn't want to leave London.

6.3 Persona - Potential Cyclists

Ethan Morgan, first time marathon runner
This is Ethan, a 23-year-old freelance journalist who just graduated a year ago. Ethan has been a runner for about 5 years and is planning his first marathon in a few months. He goes to the gym 2 times a week and tries to do 2 to 3 times long distance runs. He's timely living back with his parents until he has a stable job and is able to move out.
Ethan loves a few pints over the weekend in the local pub around the corner. Over the summer he visits around 3 music festivals which is some-

thing he saves up for all year.

Ethan has been thinking about cycling in London as it would be a lot quicker for him to get around. But he's not entirely sure about the safety. Since the blue cycle lines came up it's supposed to be a lot safer. But still, with all the buses around? While doing some research, Ethan stumbled upon different kinds of campaigns and shops. There are a lot of people cycling these days. But maybe he will just wait a little longer until the official job is there.

Evanna Green, mom of two
This is Evanna, a 34-year old mom of two and store manager. Evanna lives in Merton, South London and travels to work by tube everyday. Even though it should be only 20 minutes, the rush hour can bring it up to 35 almost every day. This is the reason why she's been thinking about cycling to work. Peter, her husband, has been cycling for a year already and thinks it would be good for Evanna as well. But with two daughters of 6 and 10 in the house, Evanna is not sure if she could keep up with everything. Cycling is an extra source of exercise, but the travel would only take her about 15 minutes for sure. She would also be able to get rid of her 100 pounds a month travel card and quit her gym subscription. Maybe purchasing a bicycle is the best way to save some money in the long run.

Next to a mum, Evanna loves reading. She tries to finish a book every week. Most of her friends live quite far away as she moved away from Manchester

7. VIDEO

7.1 About video

The very first videotape format was released in 1956. It finally made video recordings portable. All though with a 2” wide tape, it was completely different of what it is today. Over the next 50 years a lot changed, especially in quality, resolution, used formats and the size of cameras. Not to forget about the change from analogue to digital. Because now, in 2013, everything can be filmed in high quality and is a lot cheaper than it was, even 10 years ago. And as video is only about 50 years young, it has made a lot of changes.

But what exactly is a video. Wikipedia describes it as the following: *“a video is an electronic medium for the recording, copying and broadcasting of motion pictures. Videography is the recording of video, as on videotape or videodisc. It is opposed to film, in which the medium is plastic film stock.”*

The dictionary says it in other words:

vid·e·o [vid-ee-oh]

noun

1.Television.

a. the elements of television, as in a program or script, pertaining to the transmission or reception of the image (distinguished from audio).

b. the video part of a television broadcast.

2. Informal. videotape.

3. Informal. television: She is a star of stage and video.

4. a program, movie, or the like, that is available commercially on videocassette.

5. music video.

But it’s 2013 and video will say a lot more than only these descriptions. Television, advertisements, music videos, Youtube, Vimeo and more. Video means so much more than it did a few years ago. A video is visual, aural and conceptual. It’s image is the visual side, the music and audio are aural and the story is conceptual. Not every company might see it yet, but a good video can do a lot for the image and profile. Especially in advertisements, it takes more than

just showing a simple video.

Every media student must have seen the 'Dumb ways to die' video for Metro Australia, which will be analysed later in this essay. The same for the TNT Belgium video, which included a complete scene of people who pushed a button to 'add drama.' This will not only speak for advertisements but for music videos as well. Because who didn't see 'Gangham Style' by Psy this year? In this research essay, the focus will be on advertisements. As cycling should be promoted in London. And next to all that, we can't forget about the 'Kony 2012' video, a 27-minute video reaching almost a 100 million views. Using a lot of ways to reach different kind of people in the world. They ask to tweet famous influential people and use multiple keys (read the next chapter) to affect people.

Why video?

As said above, when a picture is worth a 1000 words. Photography was revolutionary for brands, but video made it even better. Brands are able to show what they can do, and why their product is so good, in moving image, like it's happening right in front of you. And with the Internet, a video is able to reach a great amount of people. Video is able to tell a story which will need a lot of text on a website in a few minutes. People consume a lot of online, we're all used to seeing films on screen. And why would videos on a computer screen make any difference? Sit down in a lazy chair and put a video in, that's how easy it us.

Video will benefit your company website as Google's formula favours video. Your website will rank higher. Through other websites like Youtube and Vimeo your website could be found through hyper-links as well.

As described in the next chapter, video leads to conversions, people want to share and feel obliged to talk about it. And when we talk about sharing, we can't forget about social media, which is a must for big brands these days. It will increase knowledge and the 'feeling' people have with the brand which can result in more sales.

The start of making a video

Without an idea a video does not exist. Professional videos need more than just a day of shooting. Video needs a lot of preparation from research to a good idea. And of course after that there's still the arranging of the shooting and entire production left. The production of video goes in three stages:

- Pre-production
- Production
- Post-production

Other stages for bigger productions could include: financing, screenplay and distribution.

These stages are very different dependent on the sort of video, which is made. For movies the production time is a lot longer than for most advertisements or corporate videos. But the intentions are mostly around the same principles.
In pre-production, planning, scripting, researching and storyboarding is done. In production the actual shooting and recording is happening. And in post-production everything between production and the creation of the final copy will happen. So editing, grading, effects and other finishing compounds to finish the project.

7.2 The success video

The success for video goes in different steps. But in 2013 a lot goes through Internet. People watch videos on Youtube, blog, tweet and Facebook… And all though TV still exists, it all starts to go towards the internet.

The next 8 steps are the keys to a successful viral video. (1) Every video will need to become viral. But these steps will be of importance for every video to keep people watching. Every website and book describes the virality of videos keys a different way.

1. extremely funny
2. something we can relate to
3. exposing the truth
4. emotional
5. completely unexpected
6. something you've never seen before
7. interactive
8. right place, right time

By further research and recent videos, there are different subcategories, which can be added. These will de discussed in the next parts that will explain how the 8 steps work.

Extremely funny is something what will attract a lot of people. People watch comedies and can't get enough of 'The funniest..' TV programmes. The same for the enormous amount of cat videos on the Internet. (number 4 has a part in here as well) The same for baby videos and every other cute animal in the world.
A lot of people must've seen a random German guy trying to jump into a frozen pool. But when he does the ice wouldn't break. Well if you didn't 25 million other (March, 2013) people did. With the influence of social media, people love to share their fun with other people on the Internet.

1. http://www.postadvertising.com/2012/02/8-traits-of-successful-viral-videos/

Second in comes the step ‘something we can relate to’. This is similar to how friendship works. Are your interests the same? Do you recognise something of yourself in the other? Most of the time this will click. The same happens with a video; the content of a video applies to a bigger group when you get the ‘relation’ spot on. People want to identify with a video, just like we do when we share something. We show something we like, and something we want other people to see. For example, take the video: ‘Sh*t Nobody Says’, a parody on the video ‘Sh*t Girls Say’. People can relate to videos like this, especially when someone says: ‘I completely get my taxes’, because who actually does?

Exposing the truth online is very important, not only in video, but in real life as well. This is why it’s an important factor of a viral video. When people discovered that the ‘Kony 2012’ video might be different than said. A lot of people decided not to help on the campaign anymore, because not all the money would go to the children in Africa. A lot of money might be used for future campaigns, and that’s not what they promised. Especially when people hear something in a video was a lie, it’s about to get really bad for the company attached. And of course people don’t want to be lied to. **(1)**

A sub-category to exposing the truth could be ‘actual stories’ or a hot topic. By including a recent story you already have one of the factors why people would watch your video. People making parodies of already existing viral videos get a lot of views, just because it’s about the same video. But not only that, people talking about recent news like ‘Obama becoming a president’ will be able to gain views from channels.

The emotional step is commonly used in videos for good causes. But the step that makes us all love cute cat and baby videos as well. Good causes mainly use images of children or animals in danger, hunger or pain. They mainly show these images to get people up to an emotional level and donate money. Think about videos of WWF, Greenpeace and all other good causes. A famous video online is the ‘Dear 16-year old me’ by DCMFCanada. Asking for the attention of the risk of getting Melanoma. They describe what they would’ve told themselves, if they were 16 years old. Soon a lot of other countries made this video in their own language, and a lot of people were emotionally touched. The first video reached over 6 million views.
But the emotional step is not only used for sad videos. Cuteness and happiness, so all those cat videos, can be counted in to this step as

1. http://www.chantellebaxter.com/5-reasons-why-kony-2012-is-both-awesome-crap-opinion-of-a-non-profit-ceo

well.
A subcategory to the emotional step would be 'the use of celebrities'. As the use of famous people will always bring up the views and ratings. The brand will try to sell its product with the use of someone well known through film, sport or music. A lot of fans, who are emotionally attached to this person, will watch the video and feel some sort of connection between the celebrity and the product. But as like all the other steps, it has to be used in a good and clever way.

The next step: 'completely unexpected' is not a very hard one to understand. Videos that absolutely surprise you, in a good way, can get a lot of views if it's done properly. The 'Dumb Ways to Die' video can be mentioned here. When starting to watch the video, no one would've expected that the video would be for Metro Australia. (This video uses more than only this key)

It's 2013, and very hard to be completely original. But the key 'something you've never seen before' is still very important. In this case we can use the 'Dumb ways to die' video as well, of course animation isn't a very new medium anymore. But the way the commercial is set up is definitely original and something most people haven't seen before. Another great example is OK GO's music video for their song 'Needing/ Getting.' In this video all the music is made in a car. There are several materials attached to the car, and all sound is recorded. To understand the video, you definitely have to watch it and this is what 24 million people did.

Interactive videos are fairly new and Youtube integrated this in to their service now. In interactive videos you can decide bits and pieces of the story yourself, through clicking on buttons or filling in pieces. One of the biggest videos in this case has been 'A hunter shoots a bear'. This commercial for Tipp-Ex makes you decide if you want to shoot, or not shoot the bear that attacks you while camping. The hunter doesn't want to shoot the bear but the viewer can decide what he can do to the bear. So you can type in multiple words about what the hunter can do to the bear. Hug him, kiss him, there are so many different words you can fill in. This makes it fun for the person watching it, and more important, people feel like they're part of it.

The last step: 'right place, right time', is a hard one to use. Flash-mob are tricky ones, but as these are planned, they wouldn't fit in to this step. For a company, it's almost impossible to do something with this step. Most videos using this step are parents filming their babies or animals. Like 'Charlie bite my finger', that depicts two brothers playing around being filmed. This video

has over 522 million views and has been on the Internet for about 6 years.

All these steps combined would make the perfect video. But the difficulty of video is that you can't plan how it turns out. How the audience will receive it. With all the steps, a lot of research and quite a bit of money invested, companies can make a serious effort. But the Internet changes, as do the people on it.

These eight keys can be described in these four sentences: **(1)**

- Be true
- Don't waste my time
- Be unforgettable
- Ultimately, it's all about humanity

Basically the same facts as described in the eight ones, but in less words. With these four, the content will make an emotional connection, which is one of the 8 principles, and get the person to share your product. You don't do well enough if you keep peoples attention; you did well when you get them to share your product.

Viral video is about connecting with people.

But sharing a video, how does that work? One of the most important factors of a video is the amount of share. With social networks such as Twitter, Tumblr, Facebook, Reddit, 9GAG and multiple others being around, your video has to be shared. There are different reasons why people share a video.

- The video might start a discussion.
- Others might find it valuable.
- It might align the identity and the way the person wants to be perceived.
- And they maintain and grow relationships.

A company will have to think of one of these steps, if they want to make a viral video. But companies have to very careful about making the video to branding. This can be seen as a turn-off. The video has to be fun and easy to watch. If the company wants the video to be shared, there has to be a way to embed the video. While Youtube has this integrated to their system, websites will have to make these embed codes. The embed codes allow others to

1. Stephen Voltz & Fritz Grobe. (2013) The Viral Video Manifesto: Why Everything You Know is Wrong and How to Do What Really Works. New York: McGraw-Hill Professional

Videos named in this article:

http://www.youtube.com/watch?v=IJNR2EpS0jw (Dumb ways to Die)
http://www.youtube.com/watch?v=9bZkp7q19f0 (Gangnam Style)
http://www.youtube.com/watch?v=zd7c5tQCs1I (Catch the Ice Dude)
http://www.youtube.com/watch?v=_4jgUcxMezM (Dear 16-year old me)
http://www.youtube.com/watch?v=MejbOFk7H6c (OK GO – Needing/Getting)
http://www.youtube.com/watch?v=4ba1BqJ4S2M (NSFW – A hunter shoots a bear)

spread the content around.

Sharing the title, description and video thumbnail have an importance as well. Make sure to use specific and opposite words. Even an SEO (Search Engine Optimization) would help getting some extra views. It's not always possible to pick a thumbnail on websites as Youtube and Vimeo, but if it is some time should definitely be spend on it as it's the first thing people see when a video is shared. The title follows and last is the description.

So video, and especially viral video are very specific. Making a video takes a lot of time and lot of thinking. Especially when the company wants to make it big and booming. The cycling video has to be realistic and create awareness, which means it will has to be able to start a discussion. For the people who already do cycle it has to valuable, they need to be willing to share it with friends and family. Something we want to relate to, exposing the truth and it can't waste any time. These choices will fit the video and would hopefully keep people interested.

7.3 Analyses (viral video)

Popular advertisement videos exposed
To get an insight into successful advertisement videos, I analysed a few videos, which had an enormous amount of views and attention in the media. But what made these videos so successful? And how is it possible that these videos attract all these amount of people? What makes the story interesting enough for people to watch the entire advertisement? Of course, a lot cat videos make it to the viral point, just as babies and music videos. But these will not be included in the analysis. There could be a way for companies to include the success of the cat, baby and music videos in to their advertisements. But this will not be of extra value for the London cycle video.

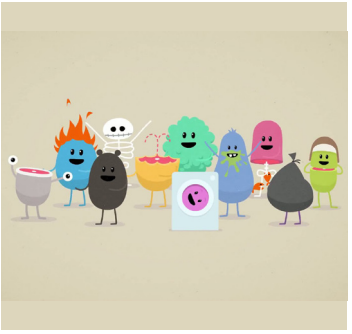
Why do these people decide to stay within the first 10 seconds of the video, because according to a study by Visible Measures, 20% of online video viewers click away in the first 10 seconds of a video. By 30 seconds into an online video up to 33% of viewers have moved on; at 1 minute 44% have left (regardless of the clip's length) and almost 60% have abandoned by the 2-minute mark. (1)

The next data and graphics will give some extra information about the analysed videos. The reason to pick the following videos is based on the difference in upload dates, ways to advertise and the way that the videos went viral.

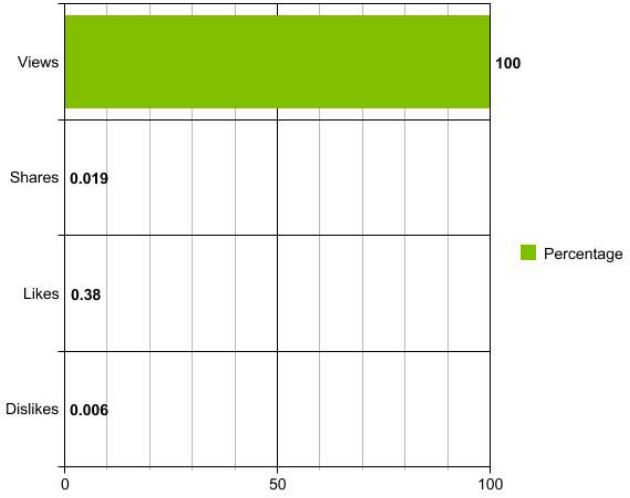
1. http://corp.visiblemeasures.com/news-and-events/blog/bid/14410/Benchmarking-Viewer-Abandonment-in-Online-Video

(28 April 2013, Youtube)

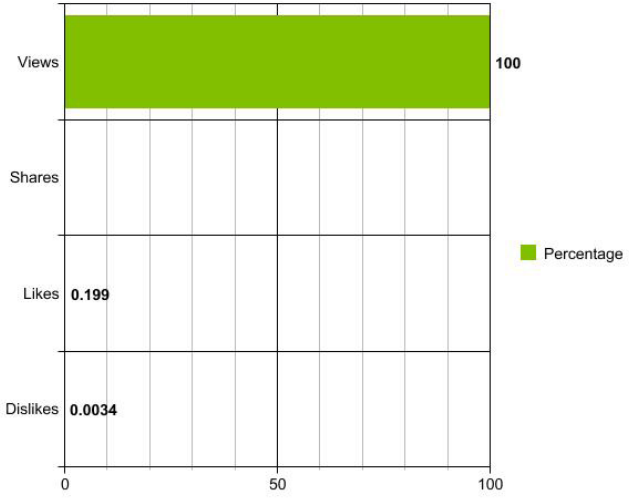
Video	Upload date	Views	Shares (on Facebook)	Likes / Dislikes	Spoofs	Top comment
The Force: Volkswagen commercial (1:02 min)	2 Feb 2011	57,299,852	+/– 11,000	Likes: 218,748 Dislikes: 3,820	+/– 20 Among others: Marvel & Greenpeace	*"that was so cute when the dad wanted a hug and hes like "not now bro"*
Heineken: Walk-in Fridge (0:32 min)	30 Dec 2008	5,459,095	?	Likes: 10,859 Dislikes: 187	+/– 50 Among others: Bavaria, Heineken Music Hall	*"3 years later, still funny as hell"*
The T-Mobile Royal Wedding (2:13 min)	15 Apr 2011	27,165,381	+/– 46,000	Likes: 62,993 Dislikes: 6,492	+/- 10	*"after 2 years it's still funny... love it :D"*
Dumb Ways to Die - Metro Australia (3:03 min)	14 Nov 2012	44,967,893	+/– 1,500,000	Likes: 460,930 Dislikes: 11,297	+/- 100 Among others: The Walking Dead cast, Annoying Orange	*"the only thing that will calm me down when i'm stressed about school"*



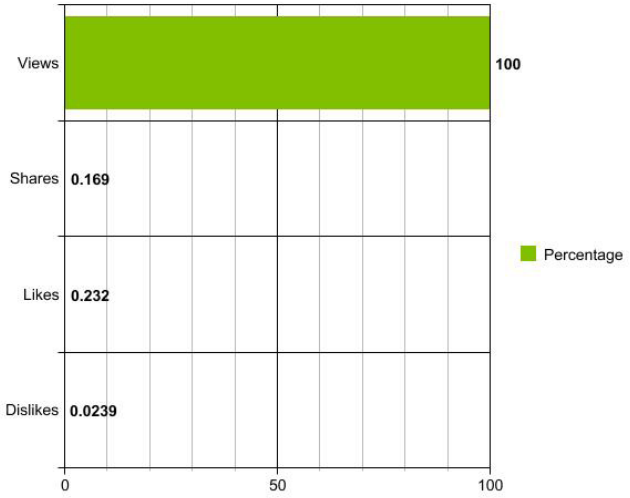
The Force: Volkswagen commercial



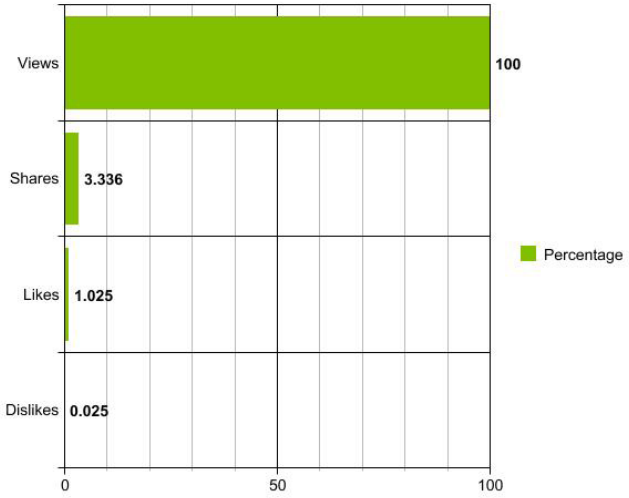
Heineken: Walk-In Fridge



The T-Mobile Royal Wedding



Dumb Ways To Die



This data shows that the likes, dislikes and shares are mostly not even 1% of the amount of views a video actually gets. People seem to share more and more with the social media getting ever more popular. It is important to get statistics of a video but this data shows it's not as big and important as it seems.

The Force: Volkswagen Commercial

This Volkwagen commercial was shown during the Super Bowl in 2011 and currently has over 51 million views on Youtube. Plus the 110 million Americans who watched it on TV. But what made the commercial so popular?

If we look at the list above, it could be a variety of factors. Number 2: something we can relate and number 4: emotional, are the strongest in this case. The factor 'to relate to' is not only for parents. But for basically for everyone who can find him or herself in a place like this. Almost every kid wanted to be like his or her favourite movie or comic character. People can relate, and of course there is the cuteness factor, which includes number 4, the emotion. And although you can't even see the kid itself, his gestures and movements are giving you the empathy and understanding. And not to forget about the Star Wars music, which is well known even if you didn't watch the movies.

But another, the 'extremely' funny factor, has been used in this ad as well. Volkswagen doesn't take itself too seriously, which makes the advert loose and fun. Most of their adverts are like this, with an exception on their safety videos. But is this is a good way to set out your brand? It does get a lot of attention from media and isn't it more important to get your brand out there in a good way than only selling cars?

This is not without its negatives; the only thing it really shows about the car is the auto-start function. This doesn't really give the 'go buy this car' impact. You don't know anything about the car, but it does definitely give some awareness for Volkswagen. But in research the team of Hitwise (confirmed by Google Insights) did shows that the advert did more for Darth Vader then it did for Volkswagen. And because the commercial was only shown in the USA (on TV), it didn't do that much in Europe.

But the what was Volkswagen's goal for the German company? "VW more than anything wants to make a big brand statement," said Michael Sheldon, CEO of Deutsch, Los Angeles, who led the team that created the spot. "The reason people are buying the cars is because we're not selling. We're asking people to be cool and smart, and that's very attractive." People will still keep the commercial in mind if they do decide to buy a car. So in the case of awareness, this ad definitely worked.

Heineken: Walk-in Fridge

Heineken, one of the biggest beer brands in the world, with an advert shown on TV multiple times. The commercial was made for the Dutch public but was spread around the internet all over the world. 20 million views on Youtube with a top comment saying: “Best commercial of all time.” Just like the video analysed above this video got a lot of it’s ‘viral’ spread from the internet, like almost every video today.
This video is set on a stereotype; women loving fashion and guys drinking beer. And although not every girl, or guy would agree on this stereotype, a guy is the main consumer of beer. The Brewer’s Handbook says the market share of beer is 80%.

Beer commercials are notorious for using gender stereotyping. The thing which makes this commercial strong are the funny, unexpected and surprising sides. No one would’ve heard of a ‘walk-in fridge’ before this video. It’s new and works, especially when using the gender stereotyping and comparison with the official walk-in closet. Heineken tries to portray beer as a symbol of masculinity. And aren’t woman and beauty, and men and beer not one of the most commonly accepted stereotypes in society? While the advertisement implements the target group of young wealthy men, it also indicates a larger group by using the party atmosphere. Online this video created a buzz as well. Lots of people, including Heineken itself created parodies of the video. (1) But not only people, Bavaria, who’s competing with Heineken made a spoof. Using the success of Heineken in a very clever way, they didn’t reach as much views but definitely reached a good audience.

The T-Mobile Royal Wedding

Right before the Royal Wedding, T-Mobile released this very smart ‘spoof’ of the Royal Wedding. Currently over 27 million views and a massive reach in the first week (14 million views), being shared everywhere.

‘Actual news’ is a big part of the success of T-mobile’s video. Next to it being funny, unexpected and something you haven’t seen before. And of course not to forget about the perfect timing. The thing, which made this video big in the first place was the question of whther or not it was real. Was this really William, Kate and the Queen? It was the day before, but it all could’ve been set up this way. But of course, these were very close look-a-likes. The confusion and surprise made a lot of people watch and share it. The video shows all the guests entering the church for the wedding, followed by Prince Wil-

1. http://www.youtube.com/playlist?list=PLC633D91174014A3B

liams and Kate Middleton. Because the events in the video were very unlikely to happen, it became such a hit.

But this wasn't the only video they produced. There were three other videos, the Royal Wedding, being the last one. All videos were released under the tagline 'Life's for sharing' and were the newest instalment in a series of 'flash-mob' adverts. A dance flash mob on a Liverpool Street, Pink singing 'Hey Jude' with a lot of random people on Trafalger Square and finally people bursting into song while people arrived at Heathrow Terminal 5.
The Royal Wedding advert was released a day before the actual wedding and had more than 3 million views in just two days. Around 70 videos, copies, responses and parodies, raised the views even higher.

But in the end, did this campaign actually help to sell more subscriptions or phones? JWT London carried out a poll to find out. 66 per cent of consumers believe that associations with the wedding will not influence their behaviour. 17 per cent said that they would actually be less likely to be a product attempting to link to the event. But this is of course what people say about themselves, not how it actually works in their mind.

Dumb ways to die

'Dumb ways to die' is a very recent promotional video from Metro Australia. Creator John Mescall explains that they wanted to prevent people from being dumb around trains. Which turned out in a cute song with additional fun cartoons dancing to it. And not to forgetting about the dumb ways they die; one of the characters sell both his kidneys on the internet, another disturbs a nest of bees with no good reason and of course the main reason, people dying around trains. At the end of the video, a text appears saying: 'Be safe around trains.'
The song was even sold on iTunes and reached the top 10 in Australia.

John Mescall said they wanted the video to be incredibly likeable so it would get shared, and most importantly, it couldn't look too much like an advertisement. But what makes this video so popular? It's funny, something you haven't seen before, unexpected and very cute (emotional). Not to forget about the extremely catchy song, which will be stuck in your head for the next few hours. Another clever tweak in the video, all the objectives are unspecified. The cartoons don't have a gender, a race.. Just like the locations, no one knows where it is, it's just an empty space.

"Serious messages can be more effective if

there was humour in it, youth are not willing to listen to advice or any serious talk. They prefer to use humour or sarcasm. This video is directed at the youth." A quote by James Peterson, a psychologist based in Sydney.

Teenagers don't want to do as they're told. The campaign is catchy, colourful and funny. And it works! It's the most shared video on the internet so far, and most viral video from Australia ever.

But will the video be effective? Are people going to think about being safe around trains? The entire video has a very small amount of time for the actual message. The video is still too young to prove with actual numbers. But there's a lot of people arguing if it will actually work. Behaviour change is hard, and time will tell if it actually worked. But the video does change something. Most people would describe train accidents as tragic or sad, this video tries to change it to dumb. Which is a principle to behaviour change. No one wants to be dumb. And people might actually think about the catchy song while crossing a train track now.

But how do these analyses help the video about cycling in London? By analysing these videos and seeing their success factors, there's more insight on how to form a video and how to get success. Why these four videos? The decision was to pick different videos, published on different dates, so the difference is clear and the changes in online behaviour show.

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The amount of spoofs shows the appreciation of other companies and viewers. They want to remake the video, or get a bit of their success with a result of replying, on the video, could they do better. Viewers might just want to make fun of it and get some extra views by connecting it to the official video.

7.4 The length of a video

There is no maximum or minimum length for a video. But there is a rule: "Content should be kept as short as possible, but no shorter."

It doesn't matter what the goal of an advertising

1. http://wistia.com/blog/does-length-matter-it-does-for-video/

video is, but fast moving videos tend to work the best. Short and simple, that's the way to do it. Most people don't want to sit down 20 minutes to watch a commercial or advertisement. Internet users are multi-taskers, and navigate from one website to the other. Most of the time people don't even read most of the content of the page. All the information is supposed to be in the video, isn't it?
But there is a difference between advertisements on TV, and YouTube Marketing videos. As people don't want very long videos when they're watching an actual program on TV, these have to be shorter. But as this essay is based on advertisements online, that's what the essay will focus on from now on.

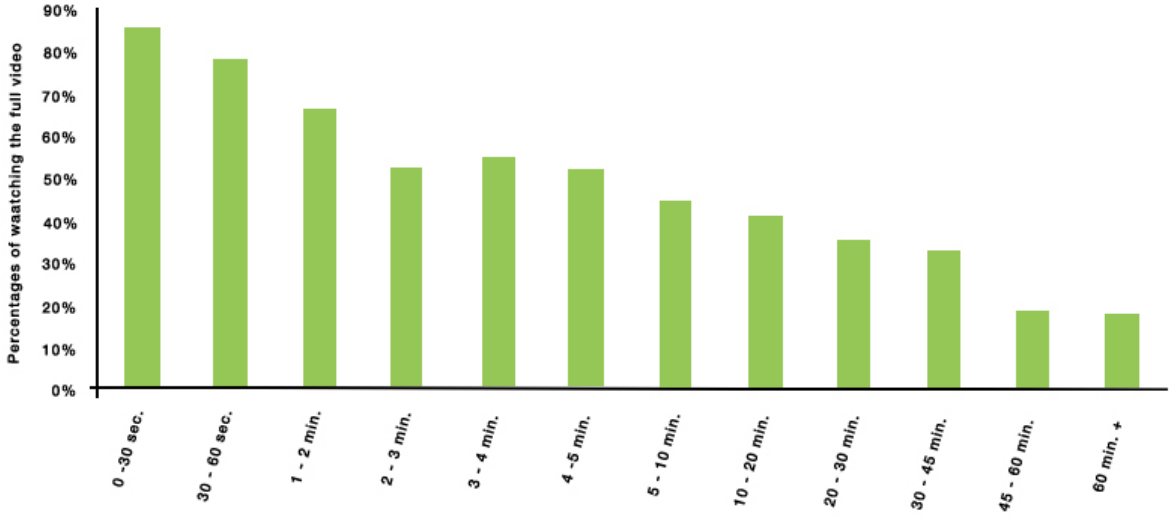
Video marketing online can be longer than on TV. The video should be long enough to reach a point. Based on research by Wista.com, the average 30-second video was viewed 85% of the way through. While the average 2-minute video was viewed on average 50% of the way through. (1) But the viewing percentage stays quite consistent for 2 to 10 minute videos. That means the time spent watching is increasing with the video length during this period.

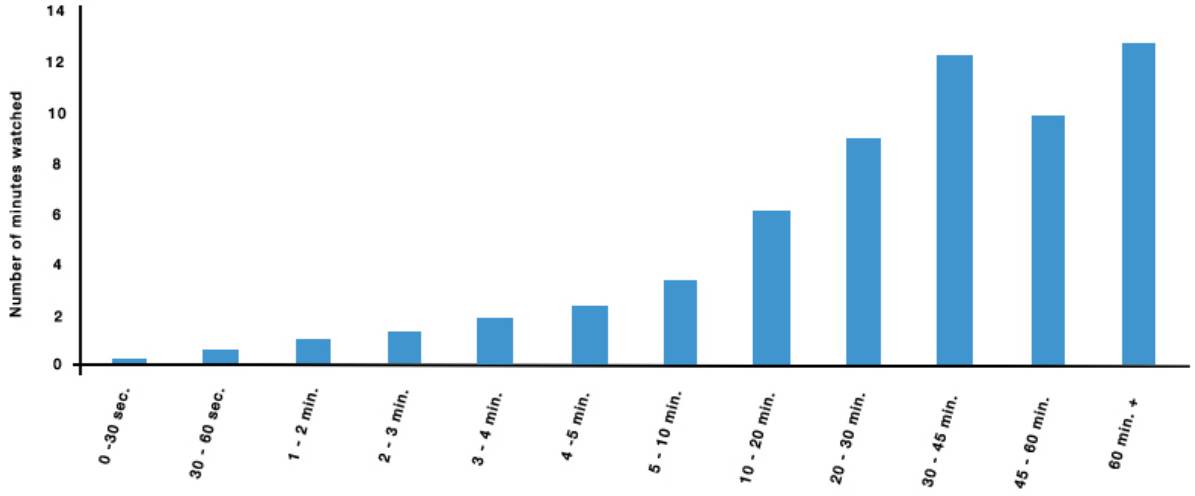
This means that shorter videos are more engaging than longer videos. So if the video is under 2 minutes, it should be short and punchy to reach the highest engagement of the viewer. If it's shorter than 30 seconds, it's likely that most people watch the entire video.
But if the message is complex and hard to explain in only 2 minutes don't try to make it short, just because you have to. The average length of top 10 most share ads of all time is at least 4 minutes and 11 seconds (end 2012), this average is not including the Kony 2012 video, so this is not the factor which brought the average up. (2) In the top 50 there's a pattern, which developed, the shorter the ad was, the fewer shares it tends to attract. Something unexpected, but as there's more input in longer videos, people feel more of the need to share this online.

These statistics show that people's attitudes to advertising have changed. People don't want to be interrupted by a brand but they want to be engaged. More and more advertisers are starting to realise this fact. The need to become content creators started and this is the way to get more rewards online.

This means: to get the message across, the cycle video has to be short and catchy. People have to get the purpose quickly and not get the change to click away.

2. http://www.reelseo.com/length-youtube-video/





Source: http://wistia.com/blog/does-length-matter-it-does-for-video/

7.5 Storytelling

Everyone can tell a story, but storytelling is a lot more then only a telling a story. You have to tell a story which people want to hear and share with each other. From Shakespeare to Spielberg, there are only seven ways to tell a story:

1. Overcoming the Monster
2. Rags to Riches
3. The Quest
4. Voyage and Return
5. Comedy
6. Tragedy
7. Rebirth

Archetypes are not only being used in films and plays, lots of brands use archetypes in stories. But which archetype suits your brand best? The best brands to use the archetypes are customer-focused brands. By focusing on the customer, it is essential that companies are looking beyond a single sale. Look at building a relationship with the customer as these archetypes have been working for centuries

'Overcoming the monster' is the archetype where the 'nobody', who eventually turns in to a hero, has to destroy the monster. This person has to achieve something to actually beat this monster in the end. In movies, an example would be Hercules or Frankenstein. An advertisement example would be Apple's attack on Big Brother in '1984'.

'Rags to Riches' feature the modest, generally virtuous but downtrodden character, who achieves a happy ending with an incredible talent which is displayed to the world. Movie examples: Puss in Boots, Harry Potter and Aladdin. In advertising, 'Rags to Riches' is mostly used to explain the success of companies who grew fast, like Chrysler's "300 My Son Steven" advertisement.

'The quest' is about the hero, often accompanied by a sidekick, travelling looking for a bigger price or treasure. Defeating evil and other powerful odds. A movie example would be: Raiders of the Lost Ask and Lord of the Rings. In film, 'the quest' is a lot easier to identify, in advertisement it's mainly making a smarter planet and pursuing perfection. For example the 'Productivity Future Vision (2011)' from Microsoft.

The 'Voyage and Return' is the story about transformation through travel and homecoming. The character must take the travel through normal life once more. A movie example would be Where the Wild Thing Are and the Chronicles of Narnia: the Lion, the Witch and the Wardrobe. Corona is a good example in this case ('Case

Study: Corona Find Your Beach Campaign') as they return 'refreshed' through the video.

'Comedy' is not like the word is used today; it's more like Shakespeare used it. The plot involved some sort of confusion that must be resolved before the hero is reunited with his/her lover. An example of movies would be the Birdcage and in advertising the different Old Spice commercials would be a great example.

'Tragedy' is the dark side of humanity and the futile nature of human experience. A movie example would be: Dr. Jekyll and Mr. Hyde. Tragedy is not very often used in advertisements. But can be used in PSA's (public service announcement) to shock people.

'Rebirth' is a story of renewal. It often starts out as threatening, but a happening gives the story a rebirth into renewal. The most common movies as described as rebirth are Sleeping Beauty and Snow White. In advertising, rebirth shows the opening of a new chapter. An example would be REPLAY's Season 2 Teaser.

But storytelling is a lot more than only these 7 archetypes. There are archetypal heroes which could be used. But for the cycle video one of these 7 will be picked. So the research can continue in to that chosen story. As described in the 'cycle' chapter, the fear of cycling is still one of the biggest problems. So, there has to be someone to tell them it's not scary and there are a lot of opportunities. This is why the 'Rags to Riches' archetype would be best to use for the cycle video. A 'talent' (or more than one) explaining why they cycle and what all the benefits of cycling actually are.

In ways 'the Quest' can be used as well, follow a person on their way to work. But this would mean there would have to be one person you'd follow the entire video. The video would have to be a story, which could be a good idea for a follow up video. Which shows one of the people shown in the first video. So 'the Quest' would definitely be an option for a follow up.

The archetype 'the Voyage' could've been used as well but needs more depth and maybe even a longer video to explain the story. And as there's

Advertisements mentioned:
Overcoming the Monster: http://www.youtube.com/watch?v=R706isyDrqI (Apple)
Rags to Riches: http://www.youtube.com/watch?v=a_ZnRn9jsEs (Chrysler)
The Quest: http://www.youtube.com/watch?v=a6cNdhOKwi0 (Microsoft)
Voyage and Return: http://www.youtube.com/watch?v=z23TBvBJsCg (Corona)
Comedy: http://www.youtube.com/watch?v=G-XRzDt_bvo (Old Spice)
Tragedy: http://www.youtube.com/watch?feature=player_embedded&v=AHACqEjN8Eg#! (REPLAY)

not been a promotion video about cycling in London before it's difficult to use this archetype already. For a short and catchy video, 'Rags of Riches' is in this case the best choice.

Especially because the video is not about a company, but about a process. There has to be someone (or more people) to look up to. Seeing a process, and getting related to this. In the previous chapter about success factors more is told about how to get people emotionally involved in to a video.

7.6 People's behaviour: video

How can we make people who don't cycle get to the point where they actually do want to cycle? In what sort of way can we make people change their behaviour and give them that special bit of influence so they start thinking about the subject.

One of the skills effective teachers have is making their teaching fun and engaging. When students are actively involved in their learning they make better progress. This theory is very easily called 'the fun theory'. It's one of the easiest ways to change people's behaviour, just make it a fun thing to do. Volkswagen (1) made a perfect example of this. They tried to get people to use the stairs by making a piano if it. The results: 66% more people than normal chose the stairs over the escalator.

But can the 'fun theory' be used for a cycle video? It might be difficult as it's hard to give away free bikes or just give the material away for free just for people to try. It's not something people already do, or are easily able to change to. It's a wonderful example of a theory to use, but for the cycling video it would be very challengeable and almost impossible. It can be used for other campaigns like Volkswagen did. By for example recycling and using a bin.

But as easy as this sounds, behaviour isn't as easily changed. There are two kinds of change: evolutionary and disruptive. Evolutionary change is gentle and less destructive, but does take a very long time. Disruptive change is fast but can become very destructive.

But according to Robert Cialdini there are six principles of Influence which he identified through experimental studies and by immersing himself in the world of what he called "compliance professionals"; salespeople, fund raisers, recruiters, advertisers, marketers and so on. While not all these principles will apply on video,

1. http://www.youtube.com/watch?feature=player_embedded&v=2lXh2n0aPyw

they can definitely help in understanding the influence of behaviour change.

The six principles are the following:

1. Reciprocity

Reciprocity stands for the fact that humans generally return favours, pay back debts, and treat others as they treat us. This can lead to feeling like we're indebted to people who help us out.

For example, if a neighbour helps you out in the garden and asks to help move some stuff the next day, you're more likely to help, to return the favour of the day before.

2. Commitment (and Consistency)

According to Cialdini, we have a deep desire to be consistent. Once we've committed to something, we're more inclined to continue and go through with it.

For example, when someone has told you they are really interested in your project. It's more likely that they'll help you out later.

3. Social Proof

Social proof relies on people's sense in numbers. Especially when people are uncertain numbers really help in getting them that step further.

For example, if someone is asking for people to donate at doors. Saying that your neighbour donated can get a person to that point of donating as well.

4. Liking

Cialdini says that we're likely to be influenced by people we like. Friends, people who might be similar or familiar to us, people complimenting you and so on.

For example, if a street seller starts a conversation and seems to have multiple interests in common, you're likely to subscribe to one of his services.

5. Authority

Authority says that we feel a sense of duty or obligation to people in authority positions. This is why commercials show doctors, dentists and other specialists.

Authority can include people with job titles, uniforms and even people with gadgets and expensive cars; they'll look like they know better.

6. Scarcity

This principle says that things are more attractive when they're limited.
Webshops often use scarcity to sell. It will for

example say: ‘Only 2 more products left.’ People will think it’s almost sold out and make a quicker decision to buy it.

Just as every other way of marketing, if the keys are being used in a smart way, it will work. Like in one of the ‘London Cycling Campaign’ actions, Boris Johnson, the major of London recommended the campaign. An example of authority, after which a lot of people followed to subscribing to their most recent campaign.

But which of these 6 principles could help to get people cycling? In a potential follow up video, ‘Commitment’ could be a principle to use. But as there is no planning for a possible follow up, social proof, liking and authority would be the three principles to use. ‘Social proof’ can be used by showing the increase of people cycling, and the government trying to change the city into a cycle friendly place. By people pointing out these facts, people will be more likely to believe what’s being said.
Liking can be used by making the person in the video likeable and understandable, so people can relate. Authority is a bit more difficult in this case, but cycle sellers and people like the mayor could convince people about the safety of cycling in London.
The ways of storytelling can be compared to some of the success factors, getting people emotionally attached is very important in both, just like them feeling comfortable.

In behaviour studies, the knowledge, attitude and behaviour model is often used. The figure to the side will make the situation clearer. For the cycle video, it’s most important to get the knowledge across and make people slightly change their attitude and think about their behaviour. The video is mainly about awareness. So knowledge + attitude = by what I know now, my attitude has possibly changed. This is the aim of the video. People don’t have to get on their bikes right away, but do have to think about it.

To get a bit farther in to the subject, we take a look at the other combinations as well. If attitude and behaviour are combined, the opinion of a product or campaign is positive and so the viewer or participant will take action. Knowledge and behaviour together are similar, but by having enough knowledge, the person decides to buy the product or takes action.

If all three, knowledge, attitude and behaviour are combined: the person likes the product or campaign, knows enough and takes action. This case is obviously the best one, but hard to achieve and based on people’s position and

1. http://www.youtube.com/watch?feature=player_embedded&v=2lXh2n0aPyw

opinions. But as said above, in case of awareness, which will be the goal of the video the combination of knowledge and attitude, is the best way to achieve this.

7.7 After: How to spread the video around the Internet

In one of the earlier chapters, there is already some talk about sharing of videos. But how do you share a video around the Internet, and get it to be 'well-known'? With the use of social media, sharing videos has become a lot easier. But where is the best way to upload your video? And what is the best way to promote your video after it's uploaded?

There are various ways to share your video around social media. As talked about earlier, people have to be willing to share it with friend, family and followers. Luckily more social media websites have inherited the 'share' button so it's easy to spread the video around your friends and family online.

If there's no existing fan base, or people who know the brand, this all needs building up. So, what are the best platforms to share your video on? This chapter will describe the best platforms for online video, with the cycling video in mind.

Youtube

Your video needs hosting and Youtube is one of the easiest and most popular ways of doing this. Videos can be hosted on owned websites, but the advantage of Youtube is that there's already a massive community. There are lots of people watching video on the platform, who might just stumble upon your content by the use of tags, featured or recommended videos.
The website is fairly easy to use and your video is now ready to get shared on other networks as it's supported by most websites.
There are multiple options on Youtube in case the video has to stay private or internal. And, recently they released their quick editing service, to change colouring, music and add notes on the video.

Vimeo

Vimeo is a fairly new and different sort of video sharing service. They have a heavy emphasis on community and creativity, which means there can't be any commercial content on Vimeo. All uploaded files must be original and non-commercial. The website looks a bit more luxurious than for example Youtube does. It's made to look professional but still easy to use.
Vimeo has a big community of creative people. They have a Vimeo Staff Pick where the best videos are features. Vimeo is there to show your work to other people within the business.

But how do your spread your video around the Internet so it isn't left on Youtube without any views. There's multiple social media websites to help make your video more known.

Facebook

Facebook is an online social networking service. It's mainly used to add friends and family, but there's much more to it. You can like and follow bands, films and tv shows you like and join groups for school, events or anything you like. It's not only a place to add people you already know, but now there's the possibility to meet new people as well.

For videos it's the perfect place to share something you like with friends. Because friends, trust what other friends like. This what makes Facebook a good place for companies to be on, they can make their own account. They're not only putting the video on a website where it gets hosted, they share it on Facebook, and ask more people to spread it around on their profiles.

Twitter

Twitter is an online social networking service, also called microblogging. In 140 characters people post something they want to share with their followers. This can be something in their lives, but it's also used to share things online. The biggest advantage for spreading videos on Twitter is the hashtag. The hashtag is used to point out a subject. Everyone uses the same or similar tags, making it really easy to find a specific subject. This will hopefully appear in the trending topics, which are the most used tags at that moment.
Twitter is easy to use, and very quick. It's very easy to 'retweet' or favourite someone's tweet.

Tumblr, Reddit, 9Gag

These three websites are put under the same chapter as they are all generated by registered users. The websites belong to the social network and microblogging category. Random people post photos, videos or text online. Other users can like (or any other name the websites calls it), comment (reblog) and post. All these

websites create a mass community of random people. And most people on the networks itself would be angry about putting the websites in the same category, as all communities have their own characteristics.
However, if a video ends up on the websites with a lot of notes, up votes or shares, it means a lot of different people like the video. But there are some dangers as the video could appear high up the website as it's hilarious, or badly made. Which could mean negative knowledge. So businesses have to consider using these websites very carefully.

Blogs

In addition to the microblogs above, there's normal blogs. (Tumblr could be a part of this) Blogger, Wordpress, Joomla and multiple other platforms are used by people to blog about their lives, interests or specific subjects. For the cycle video, cycle bloggers could be approached to ask for their consideration in putting the final product online.

So which social networks would be the best to use in the case of the cycling video? Upload the video on Youtube and possibly Vimeo. As already mentioned, it's good to make use of your own networks. Send the video to bloggers or people who helped out on the video. They can share the video in their own networks, blogs, Facebook or Twitter. With the use of a hashtag on Twitter, it would be easy to find the product back. Using as much networks with a good consideration can't hurt the product. Although the use of Tumblr, Reddit and 9Gag wouldn't be very necessary on the subject of London cycling. In the next chapter, there will be a description of the most recent campaigns and bloggers concerned with London cycling.

8. CYCLING

8.1 Background information

Over the last few years cycling in London has become bigger and bigger. Bloggers are involved, a lot of cycle shops and national campaigns. Even the new mayor of the city, Boris Johnson, started a campaign about cycling. There are many cycle events touring through different parts of the city once every week, organised by different parties. This chapter will explain the situation of the cycling in London.

But there are still quite a few of dangers and negative points about the cycling in London. The buses, cabs and cars in the very busy city are not a 100% aware of all the cyclists on the road. There are a few dangerous junctions in London who everyone is trying to avoid. But of course, a lot of people want to make this safer, by use of separate roads and a friendlier vibe for cyclists in the city. In the rest of this chapter there will be described how these changes are planned to be made and how the government and activists try to get people on their bikes.

From interviewing cyclists, the main reasons why people tend to cycle are:

- Healthy
- Cheap
- Fun
- Quick
- Fast

8.2 News

London cycling has been in the news multiple times. Especially around the Olympics, a lot happened around the state of cycling in London. About a year ago the London cycle lanes got introduced. Blue lines next to the road, just like bus lanes. This specifies a road for cyclists. And although it's not used everywhere yet, you see the lanes out and around London roads. The problem is that a lot of drivers (bus, taxi etc.) don't take enough notice of the lanes yet. They ignore the lanes and are still not a 100% aware of all the people cycling.

But Boris Johnson, the Mayor of London, is planning on making some chances. "Make the capital less intimidating for new and existing cyclists." Is one of the things he said in his cam-

paign. The only problem left now is the budget, until 2015 only a budget of £300m is guaranteed. While the price for the plans he has will be around £913m.

But what exactly are these plans about? An investment plan is made for a cross rail for bikes. This cross rail will be 15 miles (23 km) long and will go through the western suburbs, central London and Barking. So it will basically be a Dutch-style segregated cycle track next to the actual road. This will be a part of the 'cycling revolution', as BBC News likes to call it. Some 'dangerous' junctions, at whom a lot of accidents happen, will also be redesigned. These ideas would be realised over the next four years, the cycle routers will be created. These will run parallel to Tube lines and bus routes, which makes it a lot easier for people to get cycling.

Boris Johnson followed up saying: "I want to make it normal, something for everyone, something you feel comfortable doing in your ordinary clothes. Our new routes will give people the confidence to get in the saddle."

The report for Boris Johnson's plan describes the next four key outcomes as a result of all these changes.

- A tube network for the bike
- Safer street for the bike
- More people travelling by bike
- Better places for everyone

But with these key outcomes, a lot of plans come out as well. Which includes the West to East cycle line. The following plans are for cycle routes, junctions and suburban cycling improvements.

1. A new network of cycle routes in central London
2. A cross rail for the bike
3. Better Barclays Cycle Superhighway
4. New Quietways (these are bike roads in parks, forest etc.)
5. 'Mini-Hollands' in the suburbs
6. A Tube network for the bike
7. Better junctions
8. Safer lorries and vans
9. 20mph limits, training, awareness and enforcement
10. Helping commuters cycle
11. Helping children cycle
12. Expanding and improving cycle hire
13. Exploring the potential of electric bikes
14. Communicating the plans and inspiring new cyclists
15. Encouraging cycling through the boroughs and other partners

And all this has to be realised before 2016. A

lot of plans, but definitely something London will need to make the cycling community better. But not only the cycling community, it will make the city a better place. Cycling will try to transform the city into a place dominated by people, not motor traffic. Another important factor is of course the environment.

8.3 Barclays Bicycles

The Barclays cycle hire is a project, which has been going for a while already. Barclays is one of the biggest banks in the UK and the sponsor of the Barclays Cycle Hire and Barclays Superhighways (the blue cycle lanes). The agreement runs until 2018. Both schemes aim to make a positive contribution to society in London and provide the public with a low-cost, sustainable and environmentally friendly way of getting around the capital.

The Barclays Cycle Hire can be found all around London. Whenever you walk around London you can see the blue bikes everywhere. There are 8,300 cycles and 15,000 docking stations across London. The cycles are available 24 hours a day and are very easy to get around with. You have to sign up online to rent one of the bikes and with a digital system, it's easy to rent one of the bikes.

The price of the bikes is reasonably low. You pay a standard rate to use the bike for 24 hours (£2), 7 days (£10) or annual (£90). After this you pay for the amount of time you use the bike. The first half an hour is free, up to an hour £1, two hours £6 and so onwards. Especially for short times of use, the Barclays bike is fairly cheap.

The Barclays Superhighways or blue bike lanes are a fairly new concept and is still expended over the next few years. The Superhighways are cycle routers designed to make it quicker, easier and safer to commute by bicycle between outer and inner London. Four routes launched so far, with a further 8 routers proposed before 2015.

The cycle lanes are marked blue with the road name printed on the floor.

8.4 London Cycling Campaigns

Multiple campaigns for better cycle circumstances have been getting around the internet. With the cycling community growing so do these campaigns.

LCC
The LCC is a campaign, which already has success. The campaign called: Love London, Go Dutch, tried to get the attention of London mayor, Boris Johnson to make the street more liveable for everyone by making them as safe and inviting for cycling as they are in Holland.

The campaign went on to be London Cycling's Campaign most successful ever. It started in February 2012. 40.000 people signed the petition: "We want the mayoral candidates to pledge to make London more liveable for everyone by making our streets as safe and inviting for cycling as they are in Holland." And in the week before the 3rd of May 2012 mayoral election, the five leading candidates promised to implement the three Go Dutch commitments: starting the move towards installing standard cycling infrastructure in the capital. In addition to that, 10,000 people came to the biggest-ever bike traffic-free ride, called the Big Ride. This ride

was an enormous success even though the annual rain in London bothered the ride. A lot of reporters from BBC, ITN, Sky News, Dutch and Chinese TV, along with the Guardian and Times turned up to the events. This gave the campaign even more success and some major exposure around London. While on the ride, every person or cyclist was able to donate an amount of money to the campaign, so the LCC could try and make more out of the massive campaign which is still going at the moment.

8.5 Cycling bloggers

There are multiple bloggers who write about cycling in London. The biggest: londoncyclist, is about all the news around London cycling. Gear, tips, tours, news, and lots more. But these are not one type of bloggers, there are multiple. There are girls who blog about fashion to wear on your bike, most of the time there are shops connected to these blogs. Blogs like these are called: cyclinginheels or velo-city-girl. These girls mainly write about what to wear while on the road.

As a result of some short questions and interviews with multiple bloggers, the insight in to why people cycle and why they enjoy it so much increased. These interviews will be added in the appendix in written and video form. Just like a lot of other bloggers, the cycle bloggers want to share their experience and the improvement in the subject they are supporting. But there are tips and valuable information on the blogs as well. This is of particular use for new cyclists or those who are keen on cycling, but yet to take the plunge. The main target group of this video.

DESIGN

PROCESS

9. PARTIAL ANALYSIS

In the plan of action written earlier in the process, the competences picked were ‘the conceptualization’ and ‘imagine and realization’ phases. In this chapter, the production process will be shown. These following process are used:

1. Pre-production
2. Production
3. Post-Production
4. Video online

In the phase of pre-production the research, conceptualizing and preparation for the actual shooting has been done. A lot of emails have been sent out and documents were set up.

In the production phase, all the shoots for the video were done, spread over a different amount of days. Adding the time of packing the kit together and asking people for help.

Post-production is the phase where all the final stages have to be done. Logging, editing, getting all the right shots together, sorting out the interviews and finally exporting the video and making it ready for online use.

In the end the video is finally ready to go online, which finishes up the conceptualization, imagination and realization.

10. METHODS

Literature research

In both cycling and video, there's a lot of research to be found in books and on the Internet. By reading a lot of articles, analysis and watching videos, a lot of insight can be gained. And because video is still quite a new medium, Internet has the most up to date articles. It is important to check the sources on internet articles, if they are to be trusted and based on actual statistics.

On the cycling in London research part, the Internet was one of the only options. (Next to talking to people involved) A lot of the news is published online, including a lot of essays and reports on the matter.

But books were definitely involved in this research as well. Books used in school before, and additional books found in articles and recommendations from other people. By putting all this information together conclusions can be made and information can be used for other research stages.

Field research

The field research mainly focussed on cycling. By speaking to actual cyclists in the city most information can be found. You find out about why they cycle, why they decided to start and what is so fun about it. There were several interviews done, by email, face to face and on camera. Face to face and by email was mainly done before the actual production of the video. Bits of the interviews on film were used in the final edit as well.

But for the video side it was mainly looking at people commenting on videos, and their behaviour on the Internet. When do they share a video? By tracking their behaviour, there's more insight into how video works and how it can be successful.

Market research

Market research is the in depth research of a market or group. In this thesis, this was mainly used for the target group of London cyclists and the people online watching videos. For the target group the in depth research was necessary to

find out who is going to watch the video and who could possibly be in it.

The market research for the people watching video is important to find out what exactly is going on websites like Youtube at the moment. Which videos are popular and if there are any facts in the cycling video.

Case study

This report contains a few case studies on videos. These are to get an insight in how videos are built up and how these can work. By using existing analysis of videos and known sources, valuable information can be used for the cycling video. What are the success factors of these videos, and how is it possible to achieve these same factors?

Interviews

Interviews are questions asked of a person. These were mainly done through email, face-to-face or on film. To get more insight into the target group and cyclists in London, there were multiple interviews with London cyclist bloggers, retailers and people cycling to work. Some of these interviews were filmed, so they could be used in the final video.

User personas

Personas are a role or character who fits in the target group. In this thesis, the persona's were based on real people, interviewed for research. But because of privacy the names were changed. The reason of setting up these personas was to get an insight into the target group. These personas could be used as interviewees in the video. But another part of the personas are people who could be influenced by the video, so people who would see the video and decide to get on a bike. This is mainly to get an insight in to the thoughts of people who might actually decide to give it a go, and how the video could possibly do this.

Web analytics

Web analytics are a collection of Internet data to optimize web usage. These were mainly used as insight for the analysed videos and information about the length of video. The statistics of the analysed videos comes of Youtube, with an addition of the information about shares on confidential blogs. The information about the length of videos came of statistic websites, these were often sources found on blogposts.

Observation and registration

Observation and registration are all about what people do as a reaction of a product. This is important to see and set up an expectation of what could happen after visualisation. The observation and registration was very important in the research for use of video and the behaviour of people. Observing what happens and what has happened before and putting the results in the final report.

Visualization

Visualization is the process to make the concept in to an actual product. After all the research, script and setting up off the idea. The final product after visualization is going to be a video. The process of visualization includes different stages that are described in the chapter 10.

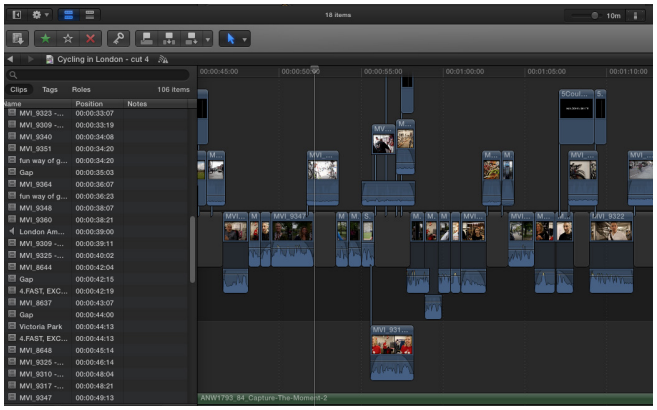
The decision of visualisation was basically made on the importance of the video. And the fun of making the video after doing all the research and concept framing. It's hard to make a prototype for a video, it is possible in the form of a storyboard, but actually bringing this alive gives such a better view on how it will actually look.

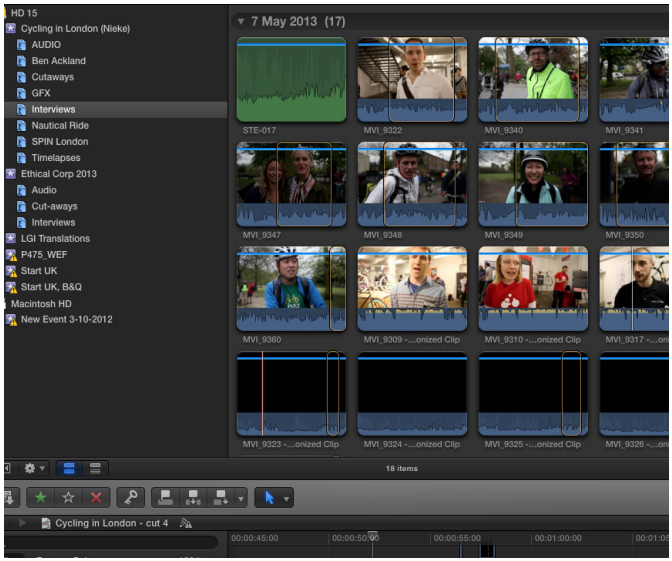
11. ELEMENTS OF THE DESIGN PROCESS

In this chapter the most important files in the design stage will be shown. These are the following:

- Script
- Set up
- Inspiration
- Photos and screenshots of the editing process

Other usefull documents like the callsheet. used equipment and interviews can be found in the appendix.





Videos used for inspiration:
https://vimeo.com/18967093
https://vimeo.com/62941191
https://vimeo.com/10227562
https://vimeo.com/48133183
http://www.youtube.com/watch?feature=player_embedded&v=QX1JIRuOjL4
http://www.youtube.com/watch?v=hTMrlHHVx8A
http://www.youtube.com/watch?v=WxfZkMm3wcg
https://vimeo.com/43954522

SCRIPT

Core Content	Script	SHOTS
SETTING THE SCENE • Cycling in London is getting bigger and bigger. • But what is the problem? • Why is cycling good for you? • Animation ?? • The changes being made	**INTERVIEW Ben Ackland** *Questions:* - Can you introduce yourself? - What do you do in normal life? - What made you start cycling in London? - What do you think are the biggest benefits of cycling in London? - What are the biggest disadvantages/dangers? - What made you want to start the Baroudeurs? - What is Baroudeurs? - What sort of rides do you do? - What sort of people are members? Why? - What makes your club different to others? - What do you think needs to improve in London to make it safe and suitable for cyclists? - Do you think there is a chance of London becoming a 'cycle city' like, for example Amsterdam and Groningen. And is this something you would like to see happen?	**Headshot during interview** **Ben cycling away** **Cutaways and PHOTO of Ben with bike** **(essay)**

Core Content	Script	SHOTS
	- How could this happen? - What is your best cycling experience so far? - What is the worst? Names will not be mentioned in the final video.	
SETTING THE SCENE: **What are the major benefits of cycling in London?** **Why should you get on your bike?**	**SPIN London** Possible questions: - Can you introduce yourself? - What made you start cycling in London? - What are the advantages of cycling in London? - What are you doing on todays SPIN London? - Describe cycling in London in 3 words. Interview various people on the events.	**Cutaways** **Possible interviews with visitors** **+ PHOTOS**
SETTING THE SCENE: **Ask a lot of people about cycling in London.**	**IBikeLondon Nautical Ride** Possible questions: - Can you introduce yourself? - What made you start cycling in London? - Why do you cycle ride	**Cutaways** **GoPro – cycle along with the group** **+ PHOTOS**

Core Content	Script	SHOTS
	Cutaways in the city	- People cycling to work - Barclays bikes - Cycle lanes - Cycle parking - Shots of London - Cyclists from a bus view

SET UP

London cycling
Length video: +/- 1.20 min.

#63AEE5 #A8A8A8 #000000

Font:
Futura (Condensed Medium), no specific font or colour

MOTION GRAPHICS:
Cartoon style (colourful, but modern and tight, like the design below)

Globe > zooms in to London, the globe turns in to a bike (plop), while the bike drives away the title appears:
'Get on your bike and ride!'
(not to long, quick and snappy)

And the next few titles (transparent background):

VERSION 2

1. So what's London cycling like?
2. And why shouldn't you do it?
3. It's a fun way of getting to work
4. Good for your health
5. Fast, exciting and free…
6. Could London be a cycle city?
7. Try and prove it could be.

EDIT:

- Short and snappy
- Lot of cutaway shots
- Interviews as the use of a voice-over.
- Uplifting music (not to slow)

All Clips
7 May 2013 (17)
STE-017
MVI_9322
MVI_9340
MVI_9341
MVI_9347
MVI_9348
MVI_9349
MVI_9350
MVI_9360
MVI_9309 -...onized Clip
MVI_9310 -...onized Clip
MVI_9317 -...onized Clip
MVI_9323 -...onized Clip
MVI_9324 -...onized Clip
MVI_9325 -...onized Clip
MVI_9326 -...onized Clip
18 items
10m
MVI_9323 - Synchronized Clip
Cycling in London - cut 4
Roles
106 items
Position
Notes
MVI_9310 - Synchronized Clip
ANW1793_84_Capture-The-Moment-2
Video
Audio
Titles
01:29:05 total - 1080p HD 24p Stereo

12. RESULTS

After all this research, a nuber of problems have solved. How will the video come together and which factors can help this video to be a success? First, the main question:

"What is the best way to use video and storytelling, to make the inhabitants, living and working in London, aware of the possibilities of cycling in the center of their city?"

Eventually the video will be about the fundamentials of cycling. The fun of it, the things that can go wrong and the outside air and feel of London. In the next few paragraphs the results and concept will shortly be described.

Video

The most important things that had to be answered are the following:

- The success in video
- The length of video
- The influence of people behaviour
- The way of storytelling

In the next chapter there will be more information about the answer of the sub and main questions. In this chapter, the most important factors of the concept will be shortly explained and put together in a clarifying schedule. Information about the script and process can be found in the design process chapters. And additional interviews and information can be found in the appendix.

In this schedule to the right, the outcome of the research if very shortly described. These are the most important results taken in to the process of making the video which came out named: Get on your bike and ride #golondoncycling. The hasthag is used to find the video easily especially on Twitter, but as a known campaign as well. The title of the video is a small snippet from Queen's famous song 'Bicycle Race' but a sneaky call to action as well.

The final video can be found online and is made from different interviews, cut-aways and motion graphics.
The link: **http://www.youtube.com/watch?v=J4JBanHlu1g**

Question	Success in video	Length video	Influence behaviour	Way of storytelling
Video	- Be true - Be unforgettable - Something we can relate to. - Valuable	Short and catchy. +/- 1.30 min.	- Social proof - (Liking) - (Authority) - Knowledge - (Commitment)	Rags to Riches

One of the key points and important occurrences after putting the video online is sharing the video around. In chapter 7.7, there's a description of where the video should be shared online. In the final presentation there will be more information about the results of that, as the video isn't online long enough yet to make out any results. But the video was shared on the following websites:

- Youtube
- Facebook
- Twitter
- Newsletter
- Blogs

And of course everything was sent through email towards all the people who helped and were in the video. A lot of these people replied very positively and shared it around on their social networks to help spread it around to the target group.

Cycling

One of the most important results of the cycling research is why people actually cycle, and how does the awareness of cycling get better known. After multiple interviews, it came forward that a lot of people want to let others know how much fun cycling in London can be. And instead of only using this as background information, the decision to put the actual answers in the video came forwards. The 'social proof' has to be shown in the video, just as there's a little introduction to London cycling.
The research showed London has a lot of potential for cycling, but the safety still has to be improved. But only by people getting on their bike and showing they have the potential to give it a go. These improvements can become truth as long as people keep fighting for it and show they actually want to cycle.

FINAL CO

NCLUSION

13. CONCLUSION AND RECOMMENDATION

13.1 Conclusion

Other than summarizing the results in the previous chapter, this chapter will be about the answers of the sub question and final main question. What are the exact answers and how did this result and appear in the final project.

• **What are the success factors of a video, which can be used in the London cycling video?**

The important success factors, which were concluded from the research, are:

- o Be true
- o Be unforgettable
- o Something we can relate to.
- o Valuable

Be true is just as important as it is in real life. When people discover there might be lies in the video it might become viral in a negative way for the company. But at the cost of being true, you have to name the negative side as well. This is why there are people talking about cycling in London being dangerous. It's true, just like London cycling being a hot topic at the moment, there is a lot of people trying to make changes within the subject.

Be unforgettable is another important factor. The video has to stick to mind. It needs to be remembered. It has to try to be something no one has ever seen before.

Something we can relate to. The video has to make you feel a 'relation', something you recognize. We have to feel like we want to be with the people in the video and join what they are doing.

And finally, it has to be valuable. When a video isn't valuable, people don't watch it. So make sure there's something people want to see.

Another important factor of a video is the length of it. "Content should be kept as short as possible, but no shorter". Most people won't sit down to watch a video of 20 minutes. If someone wants to grab the attention it should be in a short video. To get the message across the video shouldn't be longer than 2 minutes and prefer-

ably shorter.

• Which archetype in storytelling would be best suitable in the cycling video?

The archetype Rags to Riches. One of the biggest fears of the cycling is still the buses and cabs in the city. This is why there has to be someone to tell them it could be scary, but it's a lot of fun, healthy and gives you freedom. Rags to Riches is all about 'a talent'. So a person who's already a cyclist can explain. Someone who already has the knowledge, and is able to tell you all about it.

• How can you influence people's knowledge by use of a video?

To influence people's behavior or knowledge the following principles are able to help:

- Social proof
- (Liking and authority)
- Knowledge (and attitude)
- And eventually commitment.

Social proof can be combined to the archetype Rags to Riches. Social proof relies on people's sense. People saying cycling is fun will make people see, or think it could be fun. Not to forget about liking and authority who add to the social proof. If there are people who might be similar to the viewer, they can be more easily influenced. Just as authority, the viewer might feel obligation to people in authority positions. Like in the case of London Cycling, Boris Johnson the major of London, who is used as a voice over in the beginning of the video.

To increase knowledge you need to create awareness. Telling people more about a subject can try to change their attitude and eventually even make them think about their behavior. By what they now know about cycling, it might possibly change their attitude.

Eventually, commitment could be able to make an influence as well. But this would mainly be for a running campaign, as will be described in the following recommendations.

• What is the main reason people cycle in London?

Target group research and interviews revolved the few main reasons why people cycle in London. These are the following:

- Healthy
- Cheap
- Fun
- Quick

- Fast

These 5 reasons were used as one of the main points in the video so people can see the reason why they should think about cycling in the city. The advantages of why you should take the bike instead of the tube.

And of course the main question:

• What is the best way to use video and storytelling, to make the inhabitants, living and working in London, aware of the possibilities of cycling in the center of their city?

The best way to make a video about London cycling is to make it short and catchy. Get actual cyclists involved and make them explain why they really enjoy cycling. These people should be accompanied by interesting shots of London cycling and the basics of it. Use people who you could understand and relate to. Be true and give the knowledge people would want to know. Make sure the right audience are watching the video. The target group, the inhabitants, living and working in London.

13.2 Recommendations

The recommendations will describe what can be done after this video, research or possible further campaigns.

- The video could be one of a series. The video has it's first instance, and people might know about it, seen it or worked along side the project. Especially because the tag #golondoncycling has been used. There could be a follow up aimed on not only getting the awareness but the attitude change as well.

- If the above recommendation would happen there would have to be a more in depth research for behaviour change.

- When the video is becoming a series, next to a video, a website and social media would have to be made for further promotion. And of course the extra videos and concept.

- Other than all the extras possible for a future video, research for the results of the first video would give an extra value to the new content. Where was the video shared, how many views did it have and what can be improved to get more of these in future projects? Statistics and research about the knowledge people have about the video.

- As everything in video changes rapidly, developers and producers will have to keep an eye out for every improvement or viral video. The research on this subject is endless and successful videos will give a lot of insight on how to do it.

- Set up a campaign together with, for example, the London Cycling Campaign, who might be able to help to get the process more well known or give some extra value to it.

In the world of cycling it's hard to give recommendations. But as long as people keep on fighting for campaigns and people start and continue to cycle, London will have a chance to become a safer and more fun cycling city.

There's much more potential for this video project in the future, especially as there's so much going on with London cycling at the moment. The same for video as it's still growing and people keep on coming up with great products. So for the #golondoncycling video campaign, there's definitely more potential.

SOU

RCES

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15. APPENDIX

What is the main reason for you to cycle to work? (asked through email and face-to-face)

Nicholas Earp
- freer (when i lived in SE lLondon i had to take the train which only came every 30mins… i often missed it!)
- cheaper
- faster
- exercise

Steve Curati
- Exercise
- Speed (it's actually quicker than public transport)
- Being in control of the journey (there are no hold-ups, no delayed trains or traffic jams, just the occasional puncture)
- Headspace - it's nice to be in the open, to feel the wind, etc, as opposed to public transport which is so *claustrophobic*

Loic Jaussaud
- Exercise and avoid the stress of crowded public transport.
- Saving money from the commute's expenses.
- Travelling by bike is easier to get to most places and you get to discover more of the city in your travels.

Glenda Duarte
- I mainly decided to cycle for exercise
- But I did feel the benefits of saving money of trains etc,
- Also saving time on my commute.

Bad side: But I have to say that I hate the pollution you breath while cycling and that we don't have proper cycle lanes in London, is very dangerous. I have to confess I do miss having a lazy one sometimes and reading on the train as the weather is always shit!

Tom Tapper
- Exercise
- Cover more distance
- Cheaper
- Quicker (avoiding traffic)

I've always loved cycling since I was a kid. I used to cycle around my village and go on long cycle rides with my Dad. Now that I'm older, I love it as a form of exercise as you feel like you

cover a lot more distance than running and you get to enjoy the scenery. I also cycle every day to and from work on my Brompton (folding bike). It's a lot cheaper than driving to the station and it's a lot quicker because I avoid the traffic. If you want to see something very embarrasing, the first film that Ben and I ever made was called the Carbon Cycle. We had just graduated from University and decided to cycle the entire country (Lands End to John O'Groats - 1500KM) towing a solar-powered trailor and handing out energy saving light bulbs. It was a lot of fun, but the film was terrible! (this was before we had actually learnt how to use cameras ;-)

Lara Barbier
1) Save money
2) Exercise
3) Fun!
4) Avoid the commuter crush on the trains
5) Good for the environment

And more answers at this link:
http://www.londoncyclist.co.uk/why-people-cycle/

Interviews London cycling bloggers

Questions:

1. Could you introduce yourself?
2. Why did you start cycling in London?
3. What would you think could be improved about the cycling in London?
4. Why do you think people should cycle?
5. Would you think a video/advertisement could support the awareness of cycling in London?
6. Do you think there is a chance of London becoming a 'cycle city' like, for example Amsterdam or Groningen?

Londoncyclist.co.uk
1. My name is Andreas Kambanis and I'm the founder of londoncyclist.co.uk. A blog about cycling in London that gets over 80,000 visitors a month.

2. When I moved to London, I had to get to my office on Gray's Inn Road. The journey was around 4 miles from my house near Tower Bridge. I tried the underground and then I tried the bus. Both were slow, expensive and involved a long walk to the station from my house. I decided cycling was the way forward, so with my old mountain bike I started riding to work. I never looked back.

3. In the past, the emphasis has been on getting people to share the roads. Unfortunately, whilst that's fine for cyclists such as myself who are happy doing that, it's not enough to encourage those who feels its dangerous. Which it turns out is most of the rest of the population. Fortunately, change is coming. Thanks to efforts from

London Cycling Campaign, cycling bloggers and vocal supporters, as well as environmental, health and congestion pressures, cycling in London is being embraced like never before. What this hopefully means, is that we'll see the kind of cycling infrastructure that other cities around the world will be envious. This will provide a safe, pleasant route for people and get more people on bikes.

4. The underground and buses are congested. Cars in central London travel at an average speed of 11.8 mph. That's the same as a horse drawn carriage from over a century ago. Things are not going to improve. In the next 20 years, London's population is due to grow from around 8.25 million, to 10 million. That's tackling on a city the size of Birmingham. Where are all these extra cars going to go? How are these extra people going to move around?

The humble bicycle provides a solution. It helps ease the obesity problem and it helps save the environment. Why should someone cycle? Because it's a fun way to get around, you'll get there faster and you'll end up saving more money to spend on other things.

5. It can't hurt!

6. Absolutely! It's going to take 20+ years but eventually, like it or loathe it, we're going to have to go that way. Unless someone can come up with a car that hovers and doesn't produce any pollution!

Baraudeurs.cc

1. I'm Ben Ackland, aged 42, a teacher in North London.

2. I started riding in London 10 years ago as the easiest and quickest way to get to work. Since then, cycling has become a major passion in my life. I've ridden in the Alps and Pyrenees with my club (London Baroudeurs) and train young people in the school I work in to ride the 60 mile annual London to Brighton charity bike ride each June. I recently completed my second Paris-Roubaix challenge.

3. Cycling in London could be improved with cycle-priority junctions, cycle-awareness elements in driving tests for motorists and more separate cycle lanes where there's room. Where there are cycle lanes in place, they are largely ineffective as they are not joined up with other lanes, and they are driven/parked in by motorists. It would also help for both cyclists and motorists to remember that the people on the bike/in the cars are fathers/sons/mothers/sisters: people like them - a lot of intolerance and animosity is borne

of forgetting this fact, and risks are taken with the safety of others that would be unthinkable on the pavement! The rider sees the car and thinks 'it's a car!' and forgets to seek to communicate cooperatively with the driver of the car. The motorist does likewise - sees the bike and hangs a load of frustration onto it and doesn't seek to communicate or cooperate with the person riding it. The road should be a cooperative space, not a competitive space.

4. People should cycle as it's good for the body and mind, not to mention the environment.

5. Yes, a video would be effective.

6. London is a cycling city - but it's unlikely it will ever mirror other places like Amsterdam, where city planning has been designed with the bike in mind, or where space is not as tight as it is in London. But it can be a great place to ride

I Bike London

1. We're IBikeLondon, we offer a range of products that celebrate cycling culture and we organize free, fun and sociable rides every month. Our aim is to promote cycling as a safe and social activity and to explore different parts of London.

2. (I'm going to answer as IBike and not personally) We're all keen cyclists and we thought 'why not bringing people together to cycle around London?'. So in November 2012 we started to organise rides. Around 35-40 people turned up for our first one, now around a hundred cyclists attend our events. By the summer when the weather will be hopefully nice and warm, we expect it to grow quite big.

3. London is one of the safest cities to cycle in the world but it could be made safer still. Our wish list would be reducing traffic speeds, increasing cycling safety questions in driving theory, more positive promotion of cycling and greater protection in law, including changing the presumption of liability in collisions between cyclists and vehicles.

4. Cycling is more pleasant than being squeezed in the tube, you get to know the city and breath some fresh air. It saves money, it's eco-friendly and it keeps you fit.

5. Yes, hopefully!

6. I'm not sure London can become a 'cycle city', Londoners are still way too attached to their black cabs! But we can try make it more suitable for cycling and encourage more people to jump on their bikes.

Filmed interviews

More interviews on film can be found through this link:
http://www.youtube.com/watch?v=nybIVTOuOOg

Technology:

- Canon 5D Mark II
- Canon 600D
- Tripod
- Extra lenses
- Audio equipment (microphones, clip-on mics)
- UV filter
- Extra batteries
- Extra memory card
- Monopod
- Stabalizing grip

Shot list:

- Detailed interviews with +/- 5 people
- Ask question to describe cycling in London +/- 20 people
- Cut aways London cycling in the city
- Cut aways of Nautical Bike Ride
- Cut aways SPIN London
- Cut aways of London city

Brainstorm

Cycle London
Blue bike lanes
Dangerous
Bus
Bike shop
Tour de france
No cycle roads
Helmets
Racing bikes

There were multiple callsheets made for the shoots as well but these simply describe the location and and planning for the day. These don't have a additional purpose for the project.

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