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DESIGNING AND PRODUCING
A VIDEO, TO BE USED AS
A MARKETING TOOL
CASE: KAKSITVÅ

Degree Programme in Innovative
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The purpose of this thesis is to demonstrate how to produce a short promotional video and display what is used for designing and then applied for future marketing purposes, aiming mainly in the direction of social media.

My responsibility is to document the show and produce a ‘highlights clip’ for the company. This paper tells the account from the author’s perspective from pre to post production, the organizing of the event and the show itself. It will also highlight the journey, the struggles and everything in between. This thesis has two goals. One is to produce a successful video, which can be utilized to market the case company. The second is to demonstrate that a professional looking video can be produced without the use of a full-scale film crew and production company.

The outcome of this thesis will be a short video (under two minutes), plus the theories, strategies and conclusions, from which they are all based upon.

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1 INTRODUCTION

Video in its most basic form is the integration of three concepts. They can be simply described as visual, aural and conceptual. The outcome is a product created of image (visual), music (aural) and story (conceptual) all put together in order to create one collective. (The website of distilled 2014).

Introducing a video into your company's marketing plan is a great way for customers (old and new) to know about your services and/or products, it can be a means to announce your company's presence to a wider audience. It can also mean the difference between window shopping and actual sales. Nowadays, the general public are more interested in online videos. They have become staple within all sized companies and in a time frame as short as a minute, you can engage with your customers and explain what your business does in a way that a static advertisements can not. (The website of INC. 2013).

Videos are viewed everyday, every hour, everywhere around the world. They have become a social medium to which we can all connect, share and relate to. Videos and video production have come a long way, and now, your average Smartphone is armed with a respectable camera for shooting any time, anywhere. So, making a short film should be fairly easy with such platforms available as YouTube and Vimeo to help and guide you. Now, video production has become a lot more accessible due to advances in technology and also because production equipment has decreased in price and usability. Now society slowly understands that they can produce and publish their very own productions at a reasonable cost and, which in turn, can be viewed round the globe. (The website of Triangleama 2014).

This bachelor's thesis does not present a brand new or fresh marketing strategy. It displays what is necessary to produce a video and merely confirms the measurements to which videos are all ready existing and possible implementations for the future.

1.1 Purpose of this thesis

The purpose of this thesis is to create a short video for the case company: KAKSITVÅ. It will be utilized for future marketing purposes. The goal is to design a video, which is captivating, informative (about the case company) and aesthetically pleasing. After spending nine months working alongside KAKSITVÅ, many things have happened within the company: Fashion, sales, marketing and life in general. In due course, I got to understand the company, the employees and the style KAKSITVÅ radiates. This helped with the overall look of the video. It is also worth mentioning at this point that this is a project-based thesis.

The main topic of this thesis is video production and design with the use of marketing and promotion as a tool. Writing a thesis is also favourable in the form of gaining further knowledge and experience in the field of video production, marketing and contributing it to KAKSITVÅ.

1.2 KAKSITVÅ

Admittedly, my knowledge of fashion is neither vast nor sophisticated, but I was lucky enough to work with two professionals who do. In the beginning when planning this document, it took a while for me to choose this topic and case company. But, after research and some personal thoughts, I chose to work with Marjo and Piia: KAKSITVÅ.

In 1997 Marjo Kuusinen and Piia Keto met at a punk club in Lahti, Finland. They instantly became friends, and later talked about starting their own label. They later decided together that the brand would be called 'KAKSITVÅ' (Kaksi being two in Finnish and Två two in Swedish). At first the creative duo started selling handmade lace jewellery at student fairs in 2005. Now they have moved on from student fairs but the original punk rock attitude and playfulness are still evident in their style. Keto and Kuusinen find inspiration from everything that happens around them: country life as well as worldwide adventures, and the great parties the duo is known for organizing. (The website of KAKSITVÅ 2013.)

In 2008, Marjo and Piia attended their first fashion fair in order to help promote their brand. From then they established a website, a web store and a blog to accompany them. The following year, KAKSITVÅ set up a Facebook page for the fans to like and follow, this has been their most popular channel to use for marketing up until the present day. Information retrieved according to Marjo Kuusien and Piia Keto, designers. (Personal communication held on 02.06.2013).

The KAKSITVÅ products cover an entire lifestyle. The brand offers clothing, jewellery, bags, and accessories. In addition, the KAKSITVÅ product family includes household items such as pillows, chairs, and tableware. The company also holds a design office, which, in turn handles exhibitions, workshops and projects. KAKSITVÅ even has its own skateboarding team in Oaxaca, Mexico. (The website of KAKSITVÅ 2013).

The brand's strength lies in the use of bold prints and in innovations that make their designs impressive and give them a unique air. In each collection, KAKSITVÅ combines recycled and new materials. The style of the collections may vary greatly depending on the designers' travels and sources of inspiration. The collections have been presented at international fashion trade shows, such as CPH Vision in Copenhagen, Bread & Butter in Berlin and Who's Next? in Paris since 2008. (The website of the Finnish cultural institute of New York 2014).

“Keto and Kuusinen spent May 2012 in our artist residence on Manhattan Avenue. In New York, the duo's objective was to get inspired by the city: to see, sense, smell and experience it. They also planned to scout prospective stores to sell their designs in. During their residency, KAKSITVÅ also led a jewellery workshop for children. At the workshop, Keto and Kuusinen showed kids how to make their own simple but innovative and exciting creations using recycled materials like paper, fabric, or even old cell phones.” (The website of the Finnish cultural institute of New York 2014).



Photo 1: Marjo and Piia wearing T-shirts and hats designed for the collaboration with KorkeaSaari Zoo in Helsinki. (Cochrane P, 2013.)

2 AN INTRODUCTION TO VIDEO AND MARKETING

During the mid 1970's a technological change was underway. Two Japanese companies were starting to develop a new form of home entertainment. The VHS (Video home system) and the VCR (Video Cassette Recorder) were introduced to the western world. This changed a few small things for society and allowed us to record programs from the television and watch them back at a later date; Thus supplying full time entertainment 24 hours a day. By the time of the mid 1980's the VCR was standard in many houses in the western hemisphere. It's success continued for another ten years until the invention of the DVD. Now, the DVD pretty much put an end to the life of the VHS and the VCR around 1995. (The website of History of the VHS 2011).

It was the DVD, which dominated the video media world for many years after the demise of the VHS and VCR, and still does to this day. In fact, some experts claim the DVD will remain the most dominant format for at least another 5 years. Blu - ray discs are also relatively new and still in their introductory stage, which supports this theory. (The website of history of the DVD 1999.)

It is quite safe to say that the video clip or video short has become one of the most type viewed media formats to date. YouTube, Vine, Reddit, Twitter etc all display thousands of video clips to the Internet world on a daily basis.

2.1 The importance of video marketing

Keeping control on a company's marketing objectives and following their success is a common goal that all companies want to achieve and strive for; it is also the possibility to develop new and old relationships and thrive in the market place.

With a little assistance from smartshoot.com, we can simply agree that the definition of video marketing is fairly self-explanatory. As in, applying a video in order to market your company, product or service. It is not a complex definition to explain, or could be defined as simply incorporating a video in to your marketing campaign, and

any strong marketing campaign should include some kind of video. (The website of Smart shoot 2012.)

Society has been immersed with video technology for over the last 35 years and now it seems your average Internet user views approximately 186 videos a month. That is a sizeable amount of footage for an individual to visually consume; these videos usually consist of entertainment, news, advertisements and viral clips from around the world. (The website of The Entrepreneur 2011.)

Videos engage a different kind of approach to other traditional forms of advertising and marketing. Videos can reach people in a way that text and photographs cannot. Any business (large or small) can utilize videos within marketing to bring customers, faces, personality or visibility to your actions and help strengthen your brand. Video marketing clearly displays that it plays a small part within big marketing.

Marketers have agreed that you can get a lot of mileage with just one video by incorporating it into all the marketing channels – from your email to search engines to your home pages. However, studies show that video can increase your Google ranking, conversions, click rates and even more. (The website of Smart shoot 2012)

According to smartshoot.com here are 5 important video Marketing lessons:

- Create a video that benefits the audience
- Reveal info in a way that's engaging for us
- Focus on content first, brand second.
- Point viewers to your website for more info
- Provide a single to call action

Further recommended marketing tips from smartshoot.com:

1. Add video to all your web properties

This just basically means linking your video to all your marketing channels, add it to the web properties your potential customers are already visiting, Facebook, Pinterest etc.

2. Put the Video on Your Homepage

The best way for your video to receive maximum exposure would be to place your video on your most visited page, that being your home page. Let's take a look at Drop box's homepage. You only have two options – watch the video or download the app. simple and straightforward.



Picture 1. Screen shot taken from Dropbox's home page. (The website of Dropbox Inc, 2008)

2.2 What do you need to make a Captivating video?

It has come into sight recently, that conventional marketing is slowly becoming less and less functional; therefore the folks in the marketing department are looking for

options and other ideas elsewhere. Advertising is everywhere, where you walk, when you wait for the bus, even when you get on the bus. The marketplace has been saturated with different kinds of messages, which may sometimes make it hard for us to make any kind of rational decision about choices being made.

What exactly should your video contain? Mike Esser, the Team Leader for Digital Media & Video at Red Hat discussed the importance of video in marketing, and mentions that these following areas should be considered:

- Brand communication
- Content (writers, editors)
- Video (editors, producers, motion designers)
- Design (online, print)
- Account and project managers

In the making of a video you want it to be authentic and believable, but it also needs to be expressive and reach out to the audience. Video seems to be the most popular way to make a point in this day and age. It is also true that with the use of an average camera or smart phone you can retrieve professional looking results. (The website of Triangleama 2014.)

Now a days all videos should obviously be produced so that they can be played online. Use, if possible, digital capture, connectors and conversion for everything and of course shoot at a high resolution. (Stolarz 2004, 54)

There are many elements to make it possible for a movie to grab the viewer's attention. There are no rules to what makes a film look good and/or captivating. This has always been under speculation. Admittedly, one of the most important aspects in pre-production of a film is going to be a script. Fortunately this could be discarded due to the nature of the fashion show.

Designing and producing a video could be considered a large-scale project with a team of professionals, or it could also be orchestrated on ones own. Both can be executed with professionalism, it depends on the approach. The first role assigned to any

project should be a producer, then a director, cameraman and editor. A reasonable budget should be negotiated and a plot/story should be introduced. (The website of Maryland University 2011)

Below is a list, which complies of what is required at the set of the fashion show. (The Indie Film Making website 2015.) The list goes as follows:

- Cameraman
- Camera equipment
- Lights
- Microphones and sound gear
- Editing equipment
- Video editor
- Director

Professional equipment is key to a production of this scale. Technology has demonstrated that camera lenses are complex sophisticated pieces of optical design. They are equipped with zoom ratio, aperture and depth of field. Altering any one of these zoom settings will have a significant influence on the perspective when filming a shot. (Ward 2000, 44)

2.3 Why use video?

”Online video advertising is turning in to an alternative for the 30 second spot. Some industry insiders believe it gives more depth and visibility to some campaigns, for half the price. According to them, the website is replacing the 30 second spot as the central expression of a brand” (Powell, Hardy, Hawkin, Macrury 2009, 40)

It seems the overall viewing of online videos is exploding: around 135.5 million Americans watch online videos at least once a month, this is up approximately 19 per cent from last year. This evidently tells us that online videos and their usage is accelerating forward and showing no sign of slowing down. (Powell, Hardy, Hawkin, Macrury 2009, 41)

It seems quite apparent that the general public are hungry for more information these days, a video clip can capture people's attention much faster than an advert or reading an article would. Another plus point about video is that it can reach a large audience in a very short period of time, without spending too much on time or money marketing and /or promotion. It is also worth mentioning, that research has been investigated into videos, which contain a real life events/situations. These have been proven to show a link between consumer behaviour. (Bordwell & Thompson 2001, 249)

3 SOCIAL MEDIA MARKETING

Until recently, the Internet was largely an informational channel. However, in the last couple of years, the Internet has become increasingly social. (Weinberg 2009. 3)

Now it is very easy for us to monitor websites, behaviour and habits of our peers in order to formulate possible decisions on the future. Social media is rapidly increasing; it's on the rise with millions of online interactions every day. We could say that Social media has developed into a platform that is easily accessible to anyone with an Internet connection.

3.1 What is social media marketing?

Social media marketing refers to the process of gaining traffic or attention through social media websites. (The website of search engine land 2014) Social media marketing is more than just a new phase. Our online interactions are very social at present days. (Weinberg 2009, 1) In today's society social media can act as a very influential marketing channel, even so for small business and B2B companies. It is a fine way to amplify your marketing plan by creating an advertisement or short film, which is easily shareable via social media and can lead to more visibility for the brand.

In 2006, Rohit Bhargava coined the term 'social media optimization'. He basically explained the concept of social media marketing as optimizing a site in such a way that acquires content, links and people, which can act like a trust mechanism or endorsement. (Weinberg 2009, 2) In essence, social media marketing could be easily explained as listening and monitoring to the collective community and responding. We easily and openly have the option to be part of social media, social media is even making it way it to the search results. Social media is simply about listening and sharing substance with the people online.

Social media also requires a certain amount time and attention. If one engages within social media, you should (in digital space) apply your time and efforts wisely. As previously mentioned, when involved in social media you need to listen, monitor and

take action upon your peer's movements and actions. Some companies may seem to shy away from this, but engaging with your audience (whether it be positive or negative) is encouraging and should be acted it upon.

3.2 How is utilizing social media helping to create sales?

It seems that one of the most important elements here, with regards to social media is merely developing relationships in the first place. Within social media starting/developing a relationship is a very important and a trusted way to start. Fouts says. "People share a lot of information, and if you monitor and listen to what they are saying, you will eventually be able to engage in a meaningful conversation with them." These kinds of engagements can lead to future sales (The website of Forbes 1996)

Social media is often related to new content or discoveries, these discoveries could also been perceived as 'an activity' according to the website of searchengine-land.com. Social media can also help build links that can help support SEO, as many people also perform searches at social media sites such as YouTube and even Facebook to find content. (The website of search engine land 2014)

It's safe to say that one reason why social media is so important in this day and age is because when a company, product or brand is perceived within social media it kind of creates a persona of that brand. Therefore this can create curiosity and interest, especially for first time users.

3.3 Tools in social media

Social media networks are powerful for message broadcasting and brand awareness. Because these social sites inherently connect and link people with similar backgrounds, interests and more. Hub pages are dedicated to products and services that are more often invoked by fans or by marketers/businesses out a desire to create a strong association between the individual and the product. (Weinberg 2009. 1)

It's quite obvious that Facebook is going to be at the forefront of social media, but there are many other platforms also. Running in behind Facebook we also have Pinterest, Twitter, Linked In, Myspace, Instagram, Google +, Tumblr and the list goes on, not to mention all the blogs, forums and fundraising platforms.

Attempting to manage many social media sites may come as a burden, tricky and often become time consuming. It may also be unrealistic to have separate personas in many different sites. It would surely be beneficial to focus on less, rather than more is this case. KAKSITVÅ will take this approach, as we will look into further in this paper.

4 DESIGNING AND PRODUCING A VIDEO – THE PROJECT

It's safe to say that anyone could film a video clip and post it on the Internet, that's not a difficult task. Creating a captivating and effective video is something that needs to contain maybe both a slice of science and a piece of creative art. According to the Harvard business review "studies show that people remember merely 20% of what they hear, and only 30% of what they see, and an incredible 70% what they hear and see, with this in mind, video is a powerful communication tool." (The website of the Harvard business review 1994)

When producing a film, the production process is easily understood as the organization on the basis of three steps: pre-production, production and post-production. Each step involves specific functions and operations that are crucial to the final product. (Musburger 2002, 83)

For KAKSITVÅ and me this translates to:

Pre production – understanding of the location, previously selecting camera angles, getting to know the equipment

Production – filming, capturing the event

Postproduction – editing, music, titles, marketing

4.1 Preproduction

Preproduction usually and mainly starts with creating a storyboard. A storyboard is a paper visualization of the production. It can provide a flexible means to understanding camera angles, sequences and framing. Writing a budget, checking scripts and securing locations are next significant tasks to be dealt with in pre production. There are important last checks before filming takes place, which often get over looked, these would be:

- An equipment check, tape and battery status check
- Light, audio and sound check

- White balance, gain and time code

Professional camera equipment is an important element to a production of this size. Technology has demonstrated that camera lenses used to film for television productions are complex sophisticated pieces of optical design. They are equipped with zoom ratio, aperture and depth of field. Altering any one of these zoom settings will have a significant influence on the perspective when filming a shot. (Ward 2000, 44)

The Event

The internship with KAKSITVÅ began in June 2013. The date for the 'Hot Life Now' fashion show was to be set and work was to begin immediately. As with all large-scale productions this event needed to be well orchestrated. The first things on the agenda to be prioritized were:

- Sponsorship
- Location
- Rental equipment, stage, lights, seating area
- PA, Sound equipment, DJ's
- Models, model's dressers, hair dressers, make up artists
- Choreographers
- Ground workers
- Program, posters, flyers, guest and VIP list, goodie bags
- Photographers (two)
- Videographer
- Organising of the after party
- Performers, KAKSITVÅ open store and other stands

Organising of the event began in June 2013. This is the fifth fashion show produced and self-organized by KAKSITVÅ. The list above relates to almost all of the main criteria needed to manage this event. The list is coincidentally placed in a chronological order as well. Sponsorship was seen as a large priority to KAKSITVÅ, without it, the show would not be achievable. Marjo was in contact with Art Goes Kapakka

and managed to get them on board. Now, Art Goes Kapakka is a great sponsor and collaboration. It is considered this because, Art Goes Kapakka is well known 21-year-old cultural festival held in and around Helsinki on an annual basis. The fashion show will also be held on the same evening as night of the arts. This collaboration is great publicity for the fashion show and KAKSITVÅ.

Over the course of the next four weeks, the event started to take shape. Title, location, sponsors, equipment and models were all booked. By mid July this information was made available:

KAKSITVÅ Fall/Winter 13/14 Fashion show, HOT LIFE NOW

Time: Friday 23rd of August, free entry

Doors will open 20.00, Showtime 21.00

Place: Teurastamo (Työpajankatu 2, Helsinki)

During the course of the next month, planning and organising of the event went through many stages. As with all event planning, circumstances change, as do dates, times, people and their promises. Work was composed and day-by-day, the event started to unfold. Many obstacles were placed in the way, but the KAKSITVÅ team managed to handle all of the problems placed before them. The team felt pressure on many occasions due to the fact of the budget, accidents and false promises. There were days of stressful situations with unhappy faces, but there were also days of joy and happiness all the while the event was taking place slowly. At the beginning of August, the event and all of the organising had been taken care of, and come Showtime on 23rd, everything was ready. It had taken three months to plan this large-scale event, but some how, in my head it seemed much longer.

Element	Role
A story/event/happening	KAKSITVÅ Fashion show
A location for the happening	Teurastamo, Suvilahti
A cameraman to capture the event	Paul Cochrane
A device to document that event	Cannon 70D DSLR
An editing tool	Final Cut ProX
An editor	Paul Cochrane

Table .1 displays my roles in the fashion show

Table .1 displays all the aspects related to the fashion show. It shows the action needed and a solution to translate. I had this information and tools to work with, and I needed to frame some kind of storyboard. However, in this case, the storyline was relatively simple. I was required to capture the highlights of the fashion show to the best of my abilities. I researched some fashion shows and shorts clips from the Internet to gain a closer understanding in this area. I watched tutorials based on editing, camera angles and event organization. Admittedly, on a regular shoot a director would be essential, however the fashion show had schedule that I was fully aware of.

4.2 Production

This production was a one-man operation. I had all the responsibility for the entire film, filming, camera equipment and editing. I have taken part in many video projects before, but always as part of a team. This, in turn kept me on my toes for the entire performance.

During this production a Cannon 60D EOS DSLR was used, accompanied with five optical lenses and a tripod. I chose to use only three of the five lenses, due to the fact that the fashion show was a mere twelve minutes in length and lens change can often waste important time. The three lenses used were:

- Carl Zeiss Prime lens 105mm (full shot size lens)
- Carl Zeiss Prime lens 35mm (short - medium size lens)
- Carl Zeiss Prime lens 21mm (close up - macro lens)

A fashion show is very well choreographed and organized event, the models are trained professional and as artists, the catwalk is their canvas. I had been instructed in what was required of me and I communicated with the other photographers so we could pick our filming locations and discuss all the possibilities. The show was a 12-minute performance and there was only one take. The day was full of rehearsals so we (the photographers and cameraman) could prepare and understand our tasks for the up and coming performance.

After the show was over, I was nervous. I thought I had messed it up and not achieved my specific task. The camera lenses used on this production are extremely sensitive to touch and light. They also come equipped with a manual-only setting, this means keeping a very steady hand and eye. A filmmaker friend of mine said to me he thought the lights and lighting set up was too bright to capture sharp enough footage; this (of course) worried me. However, after a footage check, I had nothing to serious to worry about. Admittedly, feeling nervous before and after a shoot is a customary emotion and perfectly normal.

When beginning a project like this, there is always a vision, an idea of what is expected, or what it could be like. When the video was finalized, and KAKSITVÅ were happy with the results, the video's storyboard was comprehensive, continual and meaningful. And now, the film illustrates a beginning, middle and an end. It shows the highlights and many intricate details through out. It maintains a narrative form. It also captures parts of the audience, backstage, DJ's, warm up performers and outside shots of the location. This was also to include in as sense of a real life happening/situation, which has been proven to help generate curiosity, as mentioned in chapter 2.

4.3 Postproduction

Below we have five screen shots taken from the fashion show video. These are demonstrations of composition, tittles and camera angles used. For example we can see from the very first photo on the top left, that the wide camera lens has been used. This was because I wanted to capture some close up shots during the performance and create the sense of a multiple camera production. Throughout the video, you can clearly see that many camera angles were chosen. It is worth mentioning here that there was at least ten minutes of extra footage left over that was not used for the final cut.



Photos 3 &4. Screen shots (Above) taken from the film. (Cochrane P, 2013)

4.3.1 Lights

The purpose of lighting at its simplest is to provide enough illumination so that the camera can reproduce an image. (Musburger 2002, 74) Lighting plays an important part in any video, and serves the needs to set scene, mood, time, location and also to possibly highlight any important piece of the frame.

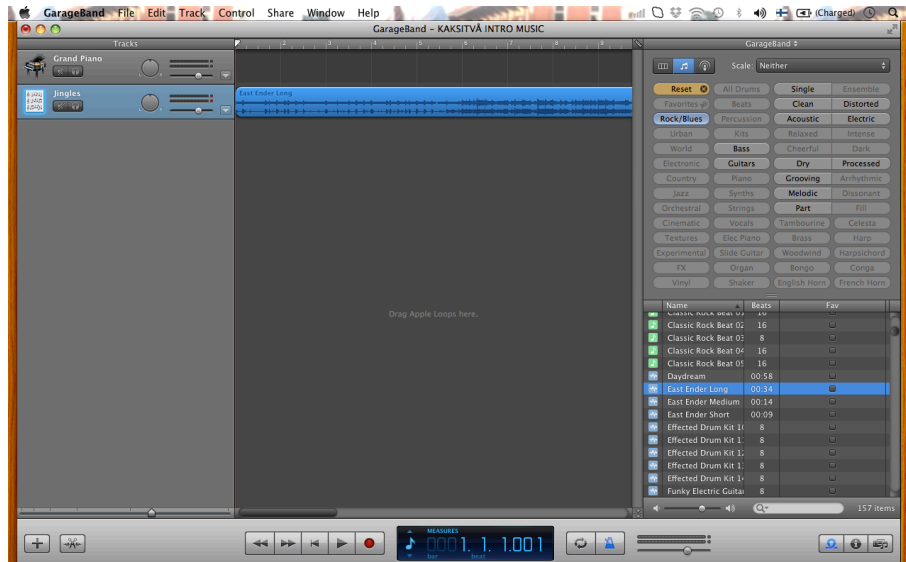
There are many types of lights available for the use of filming, but mainly floodlights and spotlights are the most commonly used in film productions. During this production, Fresnel lights (lights with door flaps to control the light angle) were situated above the catwalk and standard spot lights were attached to the side catwalk (this can be seen in the video). This combination of lighting allowed for the large darkly lit room to be illuminated and set the right scene. Also the spots added a homemade touch, which is a KAKSITVÅ trademark.

4.3.2 Music

Music plays an important role within any film, TV production, advertisement or even small time amateur production. It has the ability to set the tone, scene and atmosphere of any shot. Sound in a film can actively shape how we perceive and interpret an image on screen. (Bordwell & Thompson, 2001, 292)

The soundtrack to accompany the fashion show was selected by the DJ and the KAKSITVÅ team, but for legal reasons could not be used on our video production. It is also worth mentioning, that because of editing, a new soundtrack would have to be applied. Now, KAKSITVÅ's budget on this show only travelled a very short distance, so music with free rights would be the only choice for the soundtrack.

The music to be used for the video was left to the editor's discretion. Hours of free music websites were ploughed through until two songs were chosen from the free software called Garage Band (Apple products, 2004). The first piece of music was to be used during the introduction and closing credits and the second for the main section of the film.



Picture 5. Screen shot taken from Garage Band (Apple products, 2004)

Above displays a screen shot, It depicts the music used titled ‘Garage Band, Track East Ender’. The music was suitable for both introduction and closing credits. The music could be described as calm, well fitted to the moving text on screen and perfect in timing. The music chosen for the main part of the film came from the same software and was titled ‘Garage Band, Track Brake beat’. This piece of music could be described as fast, funky, energetic and displayed an element of fun. Due to its breaks in rhythms, there were two points in the video where a fast editing montage was inserted; this brings a small sense of excitement to the film. Credits or titles are often needed at the beginning and end of most films and TV shows to give information and give credit. After searching for hours listening to music from across the world, I feel the choices here made here work collectively well with the performance.

4.3.3 Editing

Single camera video production has had a relatively short history. In the early 1960’s, a method of editing called Quadraplex videotape was developed. (Musburger 2002. 24) During the 70’s things picked up and equipment became more available and professional, during the 80’s and 90’s they developed further and now you can edit a movie on a laptop, home computer or even smart phone. So, what exactly is editing? It is defined as “ the coordination of one shot with the next shot” To under-

stand this meaning, it is best defined as re-arranging video footage from it's original from in to a new piece of work. (Bordwell & Thompson 2001, 249)

Editing plays an important role, it allows the filmmaker to display the relation between shot A and shot B, whether that relation maybe be graphical or rhythmic. Editing needs to display continuity so the viewer can follow the actions of the film. Films like this (not having a fictional story or event) often rely on editing to help tell the series of events. Editing contributes a great deal to a film's organization and its effects on spectators. (Bordwell & Thompson 2001, 249)



Picture 6. Screen shot taken from editing of the KAKSITVÅ film, Final Cut PRO X (Apple products, 20011)

The editing tool of choice was to be Final Cut PRO X (Apple products, 2011). There are of course many other editing programs or software available such as Pinnacle studio, AVS video editor, Avid and of course Adobe and Sony have many varieties on offer. I am familiar with Final Cut, so I stuck with what I know. After opening the program, one of the first tasks is to import the footage and create a new event and project. Following this, certain verifications with resolution and image settings can be modified if required.

A standard approach was taken to editing this film, meaning, simply the joining of two shots together, also known as splicing back in the earlier days. Each shot was put together in neutral and continual style. There was also two points during the film when fast editing, also known as elliptical editing was used, this was to accompany the change of beats in the music and create a sense of excitement. Fade in and fade out transitions were also used, along with simple text.

Editing was the probably the most creative part of this journey, it wasn't the easiest, but it was the most rewarding after completion. I have always been interested in editing ever since a media course in my first year at university. Editing requires patience, lots of it. A split of a second can make a huge difference in the final cut.

4.3.4 Marketing


Using the video as a marketing tool. As mentioned earlier in chapter 3, social media was to be the main choice of distribution of this video.

When the video was finalized, after postproduction and the team were satisfied with the result, sharing the video should begin. The video distributed in many platforms via social media. The sites used were:

- Facebook
- Youtube
- Twitter
- Instagram
- Blogs
- Fund raising and more

In addition to this, the video was also added to the main page of KAKSITVÅ's website for three months. As we have discussed earlier in this paper, social media marketing is vastly about creating and maintaining relationships via activity in social media. The video was shared among KAKSITVÅ employees, friends and peers via the links above.

KAKSITVÄ's Fashion show highlights. August 2013



KAKSITVÄS FINAL FASHION SHOW

With the "Have a good one"-collection KAKSITVÄ wants to wish all the best to its loyal friends. We want to introduce you to our sport collection and have a proper fare well party on the 8th of March 2014.


STARTED 10.01.2014
ENDED 11.02.2014

72
FUNDERS

3130 €
GOAL 4000 €
MINIMUM GOAL 1000 €

CAMPAIGN HAS ENDED
11.02.2014

Thank you



KAKSITVÄS final fashion show

KAKSITVÄ is an accessory brand, a design office and a lifestyle to designer duo Marjo Kuusinen and Piia Keto. KAKSITVÄ brings the party with them wherever they go! KAKSITVÄ's spirit.

Picture 7. Screen shot displaying the video being used for fund raising/marketing.
(The website of mesenaatti 2013)

5 FINAL WORDS AND CONCLUSIONS

Now photography has been around for over a century and it still plays an important role in society, but it seems the video is becoming quite popular very, very quickly. A good example of this would be in 2009; President Obama's first inauguration speech was streamed online for the whole world to see. According to the world record academy, with the combination of attendance, T.V and online viewers, this was the most viewed global event in history. Also, I would like to mention that it seems that Youtube has become the second largest search engine behind Google. Now, these two points together prove that online video is becoming more and more popular day by day.

Social media and its usage is on the up rise with billions of frequent online interactions on a daily basis. This is great news, however, there is a small hurdle to overcome here. It is a fact that it is difficult to monitor ROI from social media statistics; it is a challenge to measure because you can't put a numerical value on a buzz and/or quality of conversation.

The release date of the video was to be November 19th, 2013. It was first to be applied to KAKSITVÅ's website and blog. This was an important time, but not only as a reminder for those who missed the fashion show, but also to help promote the autumn/winter collection (released September 2013). There is no clear evidence that by applying this video to the main page it helps page promotes sales; however there is clear evidence that videos in general manage to engage customer interest, which in turn creates curiosity and brand awareness.

As previously mentioned in chapter 4, a campaign with KAKSITVÅ was registered alongside a fundraising organisation called Mesenaatti, and was started on January 10th 2014. The goal was to raise 4000€ of funding. 1500€ guarantees the rental equipment and the exhibition space. 3200€ makes it also possible to hire extra workers to finalize everything. The video was embedded to the Mesenaatti/KAKSITVÅ page between January 10th and February 11th 2014. Therefore the campaign ran for four and a half weeks (33 days).

The results of the campaign are as follows: a minimum of 1000€ was needed to lift this project off the ground and 4000€ was the maximum target. After the campaign had closed its doors and 72 different people and/or companies had donated, there was a total sum of 3130€ (a screen shot of this can be observed in chapter four). As mentioned on the Mesenaatti website, reaching a total sum of 3200€ will be more than an adequate amount for the show to run. This was a sufficient amount for the show to go on and the party to be a total success.

Mesenaatti in detail

If we look at Mesenaatti's concept, they are an open crowd-sourcing project and their number one priority is to help raise money for companies and/or projects. Mesenaatti as a business was established in 2010, and has helped back 188 projects since the beginning. The success rate of these projects goes as follows:

Projects in total	188
Successes	124
Failures	64

Table. 2 refers to the amount of campaigns submitted in total.

If we take the 124 successful campaigns and convert this into a percentage, it equates to 66:

$$124/188 = 0.65957 \quad 0.65957 \times 100 = 65.957$$

65.957 rounded up to the nearest decimal point is 66.

Therefore, there is a 66% success rate from 188 campaigns. This leaves a Percentage failure of 44%, so two thirds of the campaigns succeeded.

I would like to investigate the Mesenaatti projects a little further and inspect each individual campaign and see if a video was applied. After checking all on the campaigns, the results are as follows:

Campaigns	
With video - still running	26
With video – closed and successful	109
With video – closed and failed	25
No video	28
Total	188

Table .3 displays the total number of campaigns on Mesenaatti's website.

From the results above we can observe that 28 out of the 188 companies did not attach a video to their campaign. The total number of campaigns that included a video was 160, for which, 109 had reached their proposed target and there are further 26 campaigns which are still running. What does this tell us? That 85% of the campaigns contained videos and 68% of them were successful.

I would also like to mention the unsuccessful rates here too. Not every campaign is going to be a success, and not everyone is going to be a winner. Considering all the campaigns featured on the Meseaatti website, it seems that 15% of campaigns that failed, did not attach a video to their page. However, the 13% did attach a video and unfortunately did not reach their goal either.

Overall, I believe that a 68% (number of successful campaigns with videos) success rate is a positive figure to support the idea of video attachment. This example is also related to fundraising, a video attached to fundraising page is more than likely to attract people's attention, even if they are not willing to make a donation.

One final question I would like ask is, why use video? Because it is one of the most effective digital marketing tools available to date. It has the ability to reach many and it seems that search engines are keen on them too. As talked about in chapter one, videos can engage the audience much more than a still advertisement, and that is why the video is a media platform is here to stay.

I would like to finalize my thesis and come towards an end. It has been an interesting journey in showing you how to use video, but I would equally like to express the same passion in *why* you should use video.

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