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# Scriptwriting for a marketing video



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## Käsikirjoituksen luonti markkinointivideolle

Tämä opinnäytetyö tutkii käsikirjoituksen luonita markkinointitarkoituksiin. Opinnäytetyön toimeksiantaja on yritys nimeltä Donna Taponero. Donna Taponero tuottaa 100% luonnontuotehoitovoiteita ja saippuota.

Tutkimusmenetelmänä käytettiin aivoriihiä. Opinnäytetyön tavoitteena on tuottaa käsikirjoitus, jota voidaan käyttää pohjana tuleville videoille. Toinen tavoite on saada 100 000 katsojakertaa eri alustoilla ennen joulua 2021. Lisäksi työn tavoitteena on vaikuttaa siihen, että katsojat kiinnittävät enemmän huomiota sosiaalisiin ongelmiin liittyen iäkkäisiin ihmisiin. Tässä opinnäytetyössä käyn läpi tarinankerronnan eri vaiheita videota varten. Tämä työ käy läpi myös eri vaiheet videon tuottamiseen, kuten leikkaus ja julkaisu.

Opinnäytetyö tutkii tarinankerronnan vaiheita ja taustatyötä kuten hahmojen haastattelua ja sitä miten video vaikuttaa katsojiin.

Opinnäytetyön tuotoksena syntyi käsikirjoitus, joka on Donna Taponeron käytettävissä pohjana tuleville markkinointivideoille.

Asiasanat:

Markkinointi, video, käsikirjoitus

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## Scriptwriting For a Marketing Video

The thesis studies creating a script for a marketing video. The thesis is for a company called Donna Taponero, which is a company that produces 100% natural balms and soaps. As research method brainstorming is used. The objective of the thesis is to provide a template of a script that can be replicated. Another target is also to get over 100 000 views across different platforms before Christmas 2021. Another objective of the thesis is to influence the audience to be interested in social issues regarding elderly people. In this thesis is different stages in storytelling in a video, This thesis also studies the steps that are required to complete video, such as editing and publishing.

The thesis studies different stages of storytelling in a video and background work, such as interviewing the characters of the video. This thesis studies also the impact of the video and how it can affect attitudes and opinions of viewers.

As a final product of the thesis is a script that can be used as a template for Donna Taponero marketing videos.

Keywords:

Marketing, video, scriptwriting

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# 1 Introduction

This thesis is about creating a script and template for videos for Donna Taponero, which is a natural skincare company in Marttila. I have previous experience with the company so it felt natural for me to work for them in this project. We had brainstorming session about what would in the best way highlight the values of Donna Taponero and together with the owners of Donna Taponero we came up with an idea of young cosmetology student and elderly person meeting and the cosmetology student to perform a facial for the elderly.

The need for this video is that we get the younger generation reach out for elderly and bring visibility for Donna Taponero products. One aim is also to increase brand awareness for Donna Taponero and to tell their story for a wider audience and make them more approachable. Donna Taponero is fairly unknown brand in Finland and they need help with their marketing.

In my thesis I go through different stages of storytelling in video and how they show in the script. I also took into consideration different parts of video process (filming, editing, publishing) in the script writing. In the script I also took into consideration the personalities of the characters and I interviewed them prior to filming. I want the final video to be touching and emotionally moving for the viewer.

Through the process it clarified that my own role is directing and scriptwriting. These roles go hand in hand. I needed to narrow down the subject of my thesis as taking into consideration all aspects of video making would have been too broad.

As a final product I attach a copy of the script. This script can be copied and used in a variety of ways (using different demographics as the person receiving the service and different business partners as service providers.)

The core value of the video isn't just marketing and brand building for Donna Taponero, but also to bring to light social issues of elderly people and to recognizing the skills and knowledge of cosmetologists. The value of this video is to be beneficial to everyone participating.

## 2 Starting video planning

As a first step I was in contact with Donna Taponero, a firm I have worked with, and had a brainstorming session with the director Juha Taponen and the CEO Irene Taponen. We had several ideas, but landed on the notion that a ten to five minute video where an elderly person meets a young cosmetologist student and the cosmetology student performs a facial and or hand treatment using Donna Taponero products. The feeling of the video would be talking about the position of elderly people in Finnish society and highlight the loneliness and encourage more young people to reach out to elderly people in their lives. In the video, both the student and the elderly get to share their story and the Donna Taponero products will be presented in the background.

Donna Taponero focuses on natural skincare products. Their ingredients are as local as possible and one of their strong values is to be ecological and nature friendly. Having worked with the company, I also know that one of their core values is treating their workers and partners fairly.

After discussing this idea, I was in contact with cosmetologist schools in Turku and Juha was looking for an elderly person. Juha found the right person during spring 2021, but I found it difficult to find a cosmetologist student, I was in contact with Turku Beauty Institute and they weren't very enthusiastic. During autumn 2021, I was in contact with a public cosmetologist school (TAI, Turku Ammatti Instituutti) and they liked the idea. As an incentive, the student gets a product package and visibility in social media and the hope is also that they will continue using Donna Taponero products in the future. The experience of being filmed and to allow them to tell about their expertise is also valuable. In my email to the cosmetologist school, I was hoping that the right student would be comfortable in front of a camera, interested in the social issues regarding elderly people and hopefully they also have some following in social media and interest in sharing the video to their friends and family and also entrepreneur-minded so that they could see the value of gaining visibility.

As discussed with Juha Taponen, the video will be published in TikTok, Instagram, Facebook and YouTube. A longer version of the video will be on Facebook and YouTube and a shorter version on TikTok and Instagram. The different audiences in different platforms is taken into consideration. The video is tailored to suit these platforms. Juha Taponen said that they would be happy to use sponsoring in getting the video more views. When the cosmetologist student shares the video to her friends and followers on social media, it is going to be valuable visibility to Donna Taponero.

Target view count for the video is 100 000 views across all platforms (Instagram, Facebook, Youtube and TikTok). There will also be a competition for the viewers to create their own videos of meeting with elderly people. The winner of the competition will win a Donna Taponero product bundle. This will engage the audience further with the subject.

Donna Taponero launched a skincare range for young people during the spring of 2021 called YoungJeune and we want to bring forward these products and appeal to a younger audience. Their current customer base is relatively old. Donna Taponero has in the past focused a lot on selling at fairs and markets, but Juha Taponen shared that they would like to change their business model to happen more in the online environment and accordingly they have recently (Spring 2021) renewed their website and online store. It is important that story telling is in line with the brand and this video tells a story of Donna Taponero and is on point with their recent developments.

## 2.1 Storydoing company rather than storyteller

Ty Montague (Harvard Business Review) views storydoing (instead of storytelling companies) companies in six characteristics and these are:

- 1 They have a story



- 2 The story is about a larger ambition to make the world or people's lives better
- 3 The story is understood and cared about by senior leadership outside of marketing
- 4 That story is being used to drive tangible action throughout the company: product development, HR policies, compensation, etc.
- 5 These actions add back up to a cohesive whole
- 6 Customers and partners are motivated to engage with the story and are actively using it to advance their own stories

These characteristics make it so that the consumer of the product or service becomes very engaged with the message and is likely to share it to family and friends. (Montague, 2013)

This project benefits Donna Taponero, as discussed with Juha Taponen, this matter is close to their hearts and are cohesive with their agenda as a company. This story is definitely about improving the society as a whole, not only increasing profits or to gain views. The video also has a story, the step by step guide to facials and the meeting of the two. The viewer will gain knowledge of skincare and learn about Donna Taponero as a company.

Storytelling is an important part of the history of human beings. Through stories we relate to each other and learn new skills. We also learn more through stories. Video provides us the benefits of audiovisual marketing. Moving picture is a strong story telling vice. Video provides a lot of information in a short period of time. (Seppälä, 2021)

With storytelling, companies influence the association with the brand and they want to provoke feelings or grow the target audience's knowledge of the brand. The success of storytelling link closely to word of mouth marketing, social sharing and also naturally social media overall. Strorytelling is a substantial character of content marketing or the essence of it. It is crucial for a brand that wants to stand out in the flood of content. (Inkinen, 2018)

## 2.2 Script writing

The main aim of scriptwriting is to create the main concept for the video production in written form. It provides a predetermined look at what and when will be said and what scenes to shoot to match the overall message of the video. The script will help plan ahead with preparation of the many different aspects that will come together in the final product. Script also gives a better idea of the direction with the strategy. (Derrick, 2020)

In the script writing, I wanted to take into consideration what the student wants to tell and their expertise with skincare. In the script, I want to keep focusing on the meeting and caring for the elderly. The products are explained, but they are just one component of the video, not the main focus.

Script writing requires structure, otherwise the video won't be able to tell the story. Videos longer than 3 minutes requires a storyline. (Ailio 2015)

Script can be divided into 6 phases:

- 1 Initial impetus
- 2 Introduction
- 3 Deepening
- 4 Accelerating
- 5 Conclusion
- 6 Fading

(Ailio 2015)

In script writing all the phases of the project need to be taken into consideration. Editing and publishing are also linked to the script writing. Dividing the video into parts that are visible in all parts of the project. This way the dividing of the script is more detailed than simply dividing the story into beginning, middle and end.

### 2.2.1 Initial impetus

Initial impetus hooks the viewer to the video, it is important that the very first image seen by the viewer makes them hooked. Riddle is a picture that provokes the interest of the viewer, but the viewer doesn't quite know what will happen. Familiar situation provokes familiarity in the viewer. The initial impetus must provoke a feeling, it can't be familiar in a way which makes the viewer bored. (Ailio 2015)

The initial impetus in this video will be introduction of the cosmetologist student, showing her traveling in a car, whilst looking outside at the grey Finnish autumn. In the picture frame a car pulls in at the elderly person's house, there is a voice-over of the cosmetologist briefly introducing herself. At the very start of the scene there is music playing in the background. The start of the video paints a picture of a rugged Finnish autumn landscape. The greyiness of the view will highlight the loneliness of elderly people in Finland, it will subtly lead the viewer to think about what it is like to be at the end of one's life. The start of the video paints a bleak picture.

There is suspense, the music is calm and not too sad, but the viewer will anticipate a picture of loneliness. The beginning provokes questions in the viewer. The viewer wonders what happens next.

The beginning needs to hook the viewer. The viewer needs to empathize with the characters from the start in order for the video to be interesting and for the viewer to want to continue watching the video (Ailio 2015).

The viewer gets an idea of the character of the cosmetology student. This makes the viewer empathize with the cast.

In the pictures I have attached below are the cosmetology student travelling in the car and rugged Finnish autumn landscape.



Picture 1: Cosmetology student travelling in the car



Picture 2: Finnish landscape

### 2.2.2 Introduction

In storytelling, not everything is revealed at the start, but the viewer needs to get an understanding of the main characters and the style of the video. The pull-in introduction is sharing information. The viewer experiences knowing everything that happens and fills in the blanks with their own experiences and knowledge. The informative part of the content must lead the video forward. When one question is answered, it is important that the next question is brought up. When all the questions are answered, that is the end of the story. The informative part of the video is divided into letting the characters speak, pictures of things and the environment move the story forward. (Ailio 2015)

During introduction in the video, it will explain that the cosmetologist student will perform a facial treatment for an elderly lady. During introduction, the story of the elderly will also be told in a voice-over. Picture frame moves inside their home, the voice-over of the elderly is in the background when their home is viewed. In the introduction there will first be a talking head interview, the elderly tells about her skin. The problem is presented, as the elderly tells about issues she has with her skin. The cosmetologist student is wearing a Donna Taponero t-shirt. The t-shirt is a subtle hint towards the products that are yet to be introduced to the viewer.

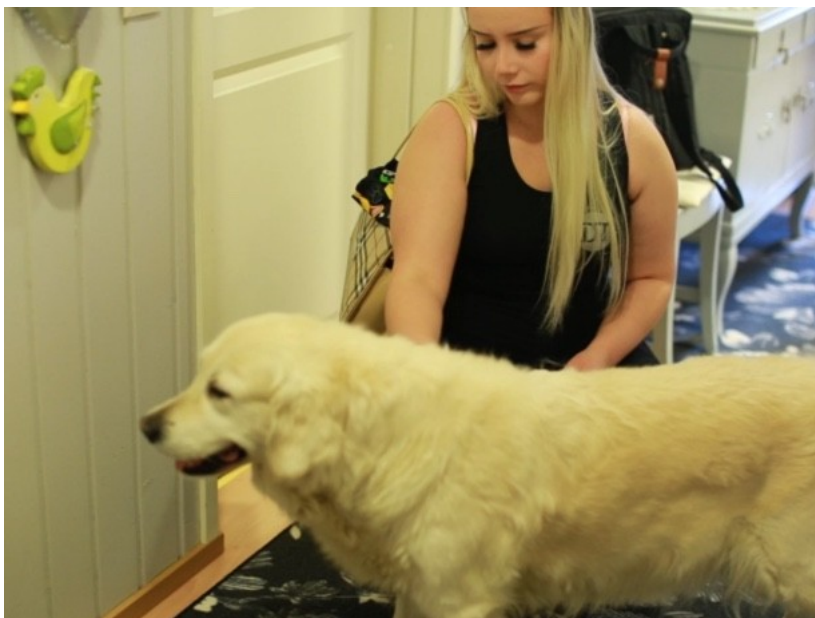
The cosmetologist student is a ray of sunlight and their presence lightens the story and contradicts the beginning's darkness. They get to exhibit their passion and excitement for their field. This part also highlights the personality of the cosmetologist student. It is important that the viewer relates both to the cosmetologist student and the elderly person.

Also during the introduction there will be shots of the pet of the elderly person, frames of her house, so that the viewer becomes more familiar with the elderly. It is okay for the elderly to feel nervous at the start.

In the pictures below the elderly lady is greeting the young cosmetology student at her door and there is a picture of the cosmetology student petting the elderly's dog.



Picture 3: elderly greeting the cosmetology student



Picture 4: The cosmetology student petting a dog

### 2.2.3 Deepening

When the viewer gets into the deepening, they can't stop following the story, they are hooked. Deepening is the longest and heaviest portion of the video. Now is the time to give the viewer compact information. It is still important to give the viewer emotionally provoking scenes, so that the viewer doesn't become bored. Maybe a bit of humour? The main character can provoke sympathy. The questions of the video will be added in an order where the easiest questions are at the beginning and the more interesting and difficult questions towards the end. It is important to build conflict, it doesn't appear on its own. The creator of the video will bring out the information of the main characters through conflict which provokes interest in the viewer. (Ailio 2015)

It is important to have different elements: certain times the picture and action make the story go forward, other times, there's talking, and the picture frame moves slower. It is important to also have breaks where there is no speech. It is important that after giving the viewer new information, they are allowed to digest it. (Ailio 2015)

During deepening the cosmetology student will perform the facial, during this time she will also explain about Donna Taponero products and how they affect the skin, this will be done in a voice-over. Deepening is also chance to deepen the understanding of our characters. This phase will give the cosmetologist student a chance to display their professionalism and knowledge about skincare while she is talking about the products. Products will be explained briefly in the order they are used. I don't want too much focus on the products, the main focus point of the video is the encounter and touching of a person. There are close-up shots of the facial.

In the picture below the cosmetology student is assembling the Donna Taponero products.



Picture 5: Cosmetology student organizing the products

#### 2.2.4 Accelerating

Right before the ending the emotion will be built up to its peak. The viewer starts to wait for answers to unanswered questions. (Ailio 2015, page 24)

In accelerating, there will be close-up shots of the facial (physical touch), with music playing in the background. There are close-up shots of the hands of the cosmetologist student. There is a compilation of shots of the facial. There will also be close-up shots of the Donna Taponero products used. In a voice-over the cosmetologist tells about the facial and the products. There are shots of the cosmetology student holding the Donna Taponero products.

The viewer feels relieved that the beginning's loneliness and tension and nervousness has changed to a positive encounter and starts to connect Donna Taponero with a positive encounter. The problems with skincare are addressed and this leads the viewer towards a satisfying conclusion.



During this the main part of the action takes place, the facial treatment. This is the beginning of getting answers to the questions while the mood is changing. The facial needs to be genuinely relaxing and both of the cameramen need to be able to capture this. The cast communicates nonverbally their feelings. Smiles, touches, gestures and the tone of voice are all very important in building a climax to the video.

The cosmetologist student answers questions about her craft and the viewer feels satisfied that there is an answer to the problems presented at the start of the video. The physical touch is very important and this allows the cosmetology student to truly show off their skills.

In the pictures below the cosmetology student is showing the Donna Taponero products, there is also a picture of her performing the facial on the elderly.



Picture 6: The product and hands of the cosmetology student



Picture 7: Cosmetology student performing a facial on the elderly

### 2.2.5 Conclusion

It is important to plan just one ending. At the moment where the viewer thinks that the story is ending, their interest is lost. If the ending doesn't happen, it feels like the video is drawn out and the viewer is disappointed. It is important that the emotion is built up towards the end. There are feelings and things happening that allow the viewer to empathize. Questions to the characters can be discussed in advance so that the most interesting questions are answered at the end. (Ailio 2015)

In conclusion the cosmetologist student tells what it felt like working with Donna Taponero products and the elderly tells how the treatment felt. Capturing a smile would be amazing. There is also a shot of the cosmetologist student drinking coffee with the elderly, music playing in the background. Drinking coffee is especially important to elderly Finnish people. It's the form of socializing they are used to with their social circles. It allows the viewer also to

relax and feel like the two are meeting on a more personal level rather than just business.

There are close-up shots of the coffee in making and wider shots of the two sitting and drinking coffee. Music plays in the background softly.

The conclusion of the video is the meeting of the two. It also brings light to the knowledge of the cosmetologist student, how they are trained and how important it is for people to be touched. There is prejudice against cosmetologists that they are vapid and self-centered. While true professionals in the field actually need to be able to communicate with many different kinds of people and touch them in a personal way. It's far from being just narcissistically focusing on yourself. This is an opportunity for the cosmetology student to shine and really show not only their professionalism but also personality.

In the picture below there is coffee machine that is on and the coffee is dripping, this makes the viewer anticipate relaxing social moment.



Picture 8: Coffee machine

### 2.2.6 Fading

Fading leaves a good feeling to the viewer. In a video that is telling a story, fading is meant to calm the viewer after the conflict and conclusion and to allow time to move away from the world of the video. The end credits, and the style of the outro, escorts the viewer out of the video. (Ailio 2015)

At the very end of the video there will be a compilation of the elderly smiling and the cosmetologist student holding the hand of the elderly person. There is soft music playing and the end screen is Donna Taponero logo and their webpage address. There will be mellow music playing in the background.

The end of the video ushers the viewer out of the story and back to their everyday lives. As the purpose of this video is also to market and to encourage encountering elderly people, I want to usher people into thinking about elderly people and finding out about skincare products. The target is for the viewer to be touched emotionally, but also informed about skincare and Donna Taponero products. This will lead the viewer to visit the Donna Taponero website and getting familiar with their products. In comments the viewers can tell about their experiences with elderly and elderly viewers can share their experiences encountering younger people. The viewers can also talk about their skincare routines and how they view cosmetologists.

In the end credits there is a mentioning of everyone participating in the project and credits to the music used in the video. The viewer will also be encouraged to like, comment and share the video. The music in the background will also be a big part of the fading.

Below I have attached a picture of the elderly enjoying a cup of coffee and smiling after a relaxing treatment. In the picture you can see she is looking the cosmetology student in the eye and the two are connecting.



Picture 9: The elderly smiling with a cup of coffee

### 2.3 Communicating with the elderly person and the cosmetologist student

I'm going to communicate with the cosmetologist student and the elderly person before shooting, via email and phone conversations. I get to know their stories and what they want to share. My hope is that the cosmetologist student is entrepreneur minded and wants to grow their business and sees the opportunity through this video. For the elderly person, I want to hear her voice and let her talk about her life experiences and also discuss her skincare routines. We discuss in detail about Donna Taponero products and the video project in Marttila at the Donna Taponero factory on the 5<sup>th</sup> of October 2021.

The project requires that both the elderly and the cosmetologist student are comfortable talking about themselves in front of a camera. Recording voice-overs takes a bit of the pressure away.

It is also important that the video shows the warmth of the encounter.

I communicated with two cosmetologist students from TAI (Turku Ammatti Instituutti) via email, and Milla Kiljunen was more interested in the project. Milla Kiljunen seemed genuinely interested and thankful for the opportunity to be part of the video project. In emails she told me that she considered studying theatre arts, which I think is a strength in a project where she needs to be in front of a camera. What I found inspiring about Milla Kiljunen, was her enthusiasm towards the project. It was easy to work with her during each part of the project and she acted professionally.

Juha Taponen from Donna Taponero found an elderly person that is open for filming and promoting their company. Her name is Marja Saastamoinen, she is over 70 years old and has grandchildren and a greatgrandchild. Marja Saastamoinen has also been interested in theatre and performing arts, which I think is good quality so she won't feel too uncomfortable being in front of a camera.

### 2.3.1 Questions for the cosmetology student

These questions are meant to guide the cosmetologist student in what they tell in voice-overs and talking heads and also to make the viewer realize how much goes into the craft of cosmetology. Relatable characters are crucial for storytelling and these questions help to build the character and personality of the cosmetology student in the mind of the viewer. Through these questions I will also get to know the person and that impacts the way I write the script.

What made you choose cosmetology studies? This question allows them to show their personality and the reasons why they are studying to be in a profession where they are in close contact with many different demographics.

What are the most important qualities of a good cosmetologist? It is important to have knowledge in skincare and how different procedures affect the skin, but

also to meet people and form bonds in order to gain a larger client base. For a cosmetologist it is also important to understand business, since usually, they run their own business or are self-employed.

Can you explain step by step what happens during a facial treatment? This question allows them to show their knowledge and passion for their profession, but also to clarify to the viewer what is happening in the picture frame. It breaks down for the viewer the secrets of cosmetology and maybe, after watching this video, the viewer could practice giving facials to their family and friends and inspire them to visit a professional and think respectfully about their craft.

What is the most challenging part of being a cosmetologist? The challenges of the profession are an interesting detail to the viewer and it also allows the viewer to think about cosmetology in a new light.

Would you like to run your own business when you graduate? Many cosmetologist are self-employed and are entrepreneur minded.

It will be interesting to find out how the school prepares the student for being a business owner. Many times even if the cosmetologists works for a company, they do that on a self-employed or freelance basis.

Can you please tell me about your training so far? This information will be used in the introduction part of the video. The viewer will learn more about the training of cosmetologists. This question also builds the character of the cosmetologist student.

Why is it important for a cosmetologist to be able to connect with different people? This question brings the human element of the job of a cosmetologist to the surface.

### 2.3.2 Questions for the elderly person

These questions are also to guide the viewer and allowing the elderly person to share their story and experiences. It is important that the story told is authentic and genuine, so that the viewer can put themselves in the position of the elderly. I also wish to maintain dignity and positivity even though the video brings together different generations.

Can you tell how old you are and about your life story? Here the elderly will have an opportunity to introduce themselves to the viewer. Their life story is also interesting. They can tell things like their interests and hobbies, if they have children or grandchildren and what values they have in life. They can think about this question in advance so that on the day of the shooting she has a clear idea, what she is comfortable sharing.

Can you tell about your skincare routines? This information is important to the cosmetologist student, so that they can tailor the service to suit the elderly person's unique skin. Skincare includes cleansing, moisturizing and possibly shaving.

How did the treatment feel like? This question will benefit the cosmetologist student and give her credentials, it also nudges the viewer towards thinking about their skincare routines and guide the viewer to visit Donna Taponero website.

What did you learn about skincare today? This question deepens the knowledge in skincare and highlights what the elderly viewed to be the most important part of the service.

What was your favourite Donna Taponero product used in the treatment? This question brings the focus back on Donna Taponero products.



How often do you visit cosmetologist? This question brings focus to the cosmetologist and if this kind of treatment is a rare treat or if it something that the elderly person experiences frequently.

### 2.3.3 Meeting in Marttila 5.10.2021

The purpose of this meeting is for me to get to know the cosmetologist student. Ask her questions about her craft and passions. It is also important that she gets familiar with Donna Taponero brand and products. Myself, Milla Kiljunen and Juha Taponen are present in the meeting. We go through what happens during facial treatment and how Donna Taponero products can be used in the treatment. This is also an opportunity for Milla Kiljunen to get to know Donna Taponero's owners.

We go through the script and the concept of the video and decide on the schedule of the shooting day. We need to take into consideration the elderly person's plans, the second shooter and naturally Milla Kiljunen's timetable for the day. We decided that the day would start at 10 am in the morning of 21<sup>st</sup> of October the second cameraman needed to be back in Turku by 2 pm so we scheduled the shooting day in these parameters. Milla Kiljunen told that she can do shorter version of facial in 30-45 minutes. We also needed time for talking head interviews and for the coffee scene. What was also taken into consideration was the current state of the Covid-19 virus, so that everyone who hasn't had their two vaccinations wears a mask. We also needed to take into consideration transportation from Turku to Kyrö, as that is where the elderly person lives.

The cosmetology student gets a chance to practice what she will say during the shooting. And I will personally get to know her better too and get an idea about how to direct these two people and how to write the script more to suit the character's personalities.

## 2.4 Filming

Filming is on the 21<sup>st</sup> of October, depending on the schedules of the elderly and the student and the second shooter. Filming will follow the script and outlines discussed with Juha Taponen. We are going to have two camera angles, two shooters. Having two camera angles will make editing the video easier. On the day of shooting, everyone participating gets a copy of the script and I give directions about lighting and camera angles and aim to create an open and warm atmosphere in the set.

Even though I want to plan the video properly and have a script, I also want to leave room for improvisation and for the genuine encounter. I want to leave room for the personalities and their own authentic stories, this means that the time during the shooting might take longer, but in my opinion, this is valuable as all parties understand the purpose of the video and are committed to making it successful.

During filming it is important to take into consideration editing the video. Is the length of the scene captured long enough? Is all the important information said and done? There is no need to have extra footage for the sake of footage, as more footage means more editing and it will lengthen the editing process. (10 Mistakes NEW Video Editors Make, 2020)

## 2.5 Video editing

I'm doing editing together with Asta Sagot who has experience in video editing and I will use her knowledge and experience. As an editing program I use movie maker. I work with both shorter video for TikTok and Instagram and longer version for YouTube and Facebook. Royalty free music will be in the background. I'm going to translate the video via subtitles (English) to attract a larger audience. The speaking will be in Finnish.

In editing I want to take into consideration smooth transitions from scene to scene. Music and speaking (voice-overs) should also be seamless. Music is the easiest way of provoking feelings in the viewer.

Taking the video editing into consideration during script writing is crucial as it gives direction on how to do edit the video.

Taking notes during editing will help in the future versions of the video for Donna Taponero. In the future videos similar music can be used as that allows the viewer to feel familiarity towards the brand.

Editing is a big task on the first time, but in the future I can use this template I create in my thesis and it will be a lot easier to do in the future.

## 2.6 Publishing the video

Platforms where the video will be published are YouTube, TikTok, Instagram and Facebook. I will use hashtags to attract more views, for example, hashtags like skin, beauty, cosmetology and skincare. Together with Juha Taponen we will follow how the video affects Donna Taponero online store and traffic on their website, we are also going to follow how this video affects the sales.

The video is supposed to inspire young people to reach out to elderly, I will also follow how this phenomenon will affect viewers. In social media (Instagram and Facebook) the viewers are encouraged to comment and share the video.

The publishing channel of the video affects the script of the video, as in different platforms, different lengths are possible and different styles are popular. When we were shooting the materials, we took this into consideration and made sure that there are enough material to work with to create content for different platforms. On platforms like TikTok and Instagram there can be several shorter videos. In Facebook there can also be a shorter teaser videos, that will promise longer and more in depth content later.

In measuring content marketing there are parameters

- 1 Consuming of the content
- 2 Commitment to the content
- 3 Conversions and leads
- 4 Sales

It is important to not measure success only by the amount of sales, as there is a temptation for the entrepreneur to focus on that. (advance B2B, 2018)

Commitment to the content means that the viewers share, like, comment and subscribe to the content. Ideally the viewer becomes an evangelist of the message and the story is shared organically. A successful video provokes feelings in the viewer and therefore makes spurs them to take action.

The key to telling this story is building strong characters that the viewer can identify with. Ideally, from the point of view of Donna Taponero, this will increase sales, but also create positive attitudes towards their brand.

The competition among the viewers to create their own stories about meeting elderly will increase the commitment to the content. It is also important that the video is so touching, that people would like to share it organically in their own social media.

Tuomo Sinkkonen listed three reasons why businesses should market in TikTok.

- 1 New platform – affordable prices. When Instagram and Facebook were new platforms, they were cheaper, now it is possible to take advantage of this fact with TikTok. Getting views for a video is possible on TikTok for 0,5-1,20€ per thousand views.
- 2 Finnish people love TikTok. TikTok has currently 1,2 million monthly users, who spend on average 92 minutes in a day (more than anywhere in Europe). The social media channel is particularly loved by under 35

year olds (83% of the users) and joining TikTok tribe will bring love to the brand.

- 3 Targeting options. Even though TikTok is still a relatively young channel it has taken many tricks of the older platforms. It is possible to target in TikTok according to these: gender, location (for example Finland as a whole), age (13 year olds and upwards), language, operating system (iOS, Android), re-targeting (people who have already visited the website, people who have seen the video etc), interests (beauty, fashion, food) and behaviour in the application. (Sinkkonen, 2021)

For these reasons, I think editing material for TikTok is a fantastic opportunity to get visibility, especially among younger viewers. With a small investment, it's possible to gain large visibility and also as TikTok is a platform for shorter videos, it is relatively easier to edit shorter clips for TikTok than one longer video for YouTube and Facebook. Donna Taponero's focus on their skincare line for younger people is also in line with marketing in TikTok. They want to expand and bring the focus towards different groups of people, as the targeting is possible on TikTok, I think it is important to take advantage of this feature. To begin with, I think it would be wise to share this story in Finland on TikTok. Which makes sense as the platform is so popular in Finland.

### **3 Continuing in the future with the concept**

Donna Taponero can use the script and concept in their future marketing materials. The concept can be copied to different towns in Finland, but also as Donna Taponero wants to expand to foreign countries, it can be replicated in United Kingdom, Sweden and United States. This thesis provides a template for Donna Taponero to use as their marketing materials in the future. Especially the script of the video can be used in several other videos and will make it easier to create more material rather than creating a script from scratch everytime there is need for more material. In the fast pace social media, it is important for companies to create a lot of content and be consistent in their marketing message.

The feeling of the video will be different when shot in London, rather than in Kyrö, but the viewer will also feel familiarity to the brand of Donna Taponero.

For the cosmetology student this is a fantastic opportunity to get visibility and experience being in front of the camera and learn to market their services. This is particularly important to people who opt for self-employment as they can carry on co-operating with Donna Taponero. This is mutually beneficial as the cosmetology student gets to work with natural, affordable products and Donna Taponero gains a retailer.

This thesis provides a template on the script writing, editing and publishing for future Donna Taponero videos.

#### **3.1 Importance of Dialogue**

How is dialogue built? It requires skills. Otherwise the risk is that the communication turns into a monologue or an argument. Or the dialogue turns into superficial empty small talk.

Even though it isn't the first thought, the most important thing in creating a dialogue is that the person communicating can handle their own feelings. Otherwise the person doing the talking can provoke conflict. It is also important to listen. (Nyman 2021, page 30)

In the age of social media, dialogue is vital. The video needs to speak to the viewer in such a powerful way that they want to comment, like and share. In this case they are also encouraged to create their own content. This video in the marketing strategy of Donna Taponero opens a dialogue. The company has reflected on their own values and core beliefs and is ready to share their message and they are also ready to hear the viewers story. Donna Taponero is in touch with their own emotions and is open for a true dialogue. It is very crucial that the marketing materials are in line with the company core beliefs.

The importance of dialogue is also taken into consideration with creating the script, as the script needs to speak to the audience in a way that encourages future dialogue. This isn't a monologue, with this video we want to touch the audience in a way that makes them open up about their experiences.

### 3.2 Using different demographics

In the future the template of this video can be used with different groups such as mental health patients, disabled and homeless. This will change some details in the script, but allows to reach a wider audience. The template of the video can be used in various ways in future projects. I have discussed with Juha Taponen about copying this template in the future and he is very open to the idea of doing future projects with this model. For Juha Taponen it is important to create a lot of video material and build their brand further.

Particularly on YouTube and TikTok, videos that have the same script but slightly varied content are very popular, so with this video we are creating structure that can be copied. For example, there is a popular Finnish YouTuber;

Auri Katariina, who cleans her followers homes for free. She has the same template on her videos, first you see a filthy apartment, then she introduces herself and then she shows how to clean it. She shares cleaning tips for different rooms, kitchen sink areas and bathrooms. She copies the same model to her videos and she has millions of views for her most popular videos.

### 3.3 Using different business partners

The concept can also grow in a way where different companies are used as partners and they can share the video in their social media platforms too. As an example, a local clothing store can provide some of their services in the video and therefore make the experience even more luxurious for the person who is receiving the service. A hairdresser could create a new hairstyle for the person receiving the service.

Having partners that also want to gain visibility on online platforms is a genius way to grow and it is a mutually beneficial way to co-operate.

### 3.4 SMART model for the video

When deciding what purpose the video serves, it is important to measure success. The SMART model is following:

- 1 Specific, Video needs to have a clear purpose, undecided target results in unspecific video
- 2 Measurable. It is important the target can be measured somehow.
- 3 Attainable. The target needs to be one that can be realistically reached
- 4 Relevant. All the targets needs to be supporting of the business or link to a bigger picture
- 5 Timely, the target needs to have a deadline (Hotti, 2020)



As for this video we want to reach 100 000 views before Christmas 2021. This target is specific, these views can be across all the platforms (Instagram, Facebook, TikTok and YouTube). This goal is also measurable as both I and Donna Taponero will follow the view counts in the different platforms. The videos will be promoted through paid visibility by Donna Taponero.

The target is also very much attainable as different platforms are used. If this view count would be for only one of the platforms, it would be harder to reach. The target is also relevant as one of the biggest reasons for creating the video to bring visibility to Donna Taponero as a company and introduce their newer products for their customers and gain new customers through storytelling. In their future videos the timelines are a lot shorter as it gets easier to create content and the dialogue becomes more instant too.

The target is also relevant to the business model of Donna Taponero as they want to build brand awareness. The CEO of Donna Taponero mentioned that one of their biggest problems currently is that people don't know about them and their products. They have recently improved their online store (invested a lot of money to it) and now they need traffic to their site and this project helps them with that.

## **4 My experiences creating the video and working on my thesis**

My first struggle with the project was finding the right cosmetology student. I was first in contact with Turku Beauty Institute and they weren't very enthusiastic to participate. Later when I talked to Turku Ammatti Instituutti in August, they were much more interested in being involved with the project. My initial brainstorming session with Donna Taponero went really well. They were genuinely interested in helping people. They loved the concept of different generations meeting and raising public's awareness on social issues. As I have worked for Donna Taponero before, I knew that people running the company are genuine people.

Studying script writing was interesting! Johanna Ailio's book was very helpful and I referenced her a lot in my thesis. A well planned script is crucial for making the project run smoothly. I also discovered the importance of communicating with the people performing in the video, asking the right questions and allowing the people participating to share their story. Coming up with questions for the cosmetology student and the elderly was also interesting. It was inspiring to think that I get to share their stories and personalities for the viewer.

What also inspired me a lot was the enthusiasm that Donna Taponero has for shedding light on social issues. As a business student, I naturally think about money and sales, but what really tells a story of a company are their other values. How they care about social issues and they have dreams of actually making the world a better place for other people too, not only sales. This makes the storytelling a hundred times more interesting for me personally.

I have enjoyed getting to understand different social media platforms. For example I wasn't that familiar with TikTok before this project. I have in my past done marketing through Facebook, so it was a more familiar ground to me.

I used a lot of mind maps to clarify my thoughts. Starting writing was challenging, but once I started, I felt motivated. Getting guidance from the teacher was very important. I got a lot of tips for sources and writing style.

What I found the most difficult was expressing the script in my thesis. Also, directing the people felt nerve-wracking, as I was worried about how their personal chemistries would work in the filming situation. I was positively surprised that they really got a good chemistry and they genuinely showed how the beginnings nervousness and tension changed into relaxation and they all enjoyed being part of the project. Milla Kiljunen was amazingly professional, taking into consideration her young age of only seventeen. After the filming, I sent an email to her teacher complimenting her work and they really appreciated the feedback. I had a prejudice of people of her age that they would constantly be on their phone and not act professionally, but she surprised me with her positive attitude!

Time management was a challenge, especially before I found the right people. I found myself to be quite stuck before I found the cosmetology student, where on a hindsight I could have worked on the script more during that time. I wanted to leave room for the personalities of the characters, but I could have worked on the storytelling and script writing. So for future reference I won't procrastinate as much.

The reason why I chose the subject was that I have always been interested in storytelling in marketing and making videos. I have previously worked as a hairdresser and gained clients in social media, particularly on Facebook. I also have previous experience in directing a marketing video, for that video I didn't have such a detailed plan and I think having a plan is important for the final outcome. I want to grow as a content-creator and become better. This project has made me more aware of what goes into creating a good story and how to use script writing in the creative process.

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## **The Script for Donna Taponero**

First we film Milla (cosmetology student) in the car and Finnish autumn landscape from the car windows, showing the point of view of Milla.

Milla Getting out of the car at Marja's (elderly person) home.

Milla walks to the door and rings the door bell, two points of view.

Marja opens the door and greets Milla.

We shoot the facial:

- Cleansing of the skin with Rose Water
- Exfoliating the skin with Mango Cacao Facial Peeling
- Massage with Argan Oil

Milla shows each product, shots of her holding the product and taking the product into her hands.

Milla explains about product ingredients.

Shots of Milla performing the facial on Marja from two points of view.

Close ups of Marja's face.

Close ups of Milla's hands.

Shots of the facial massage. Two points of view.

Frames of the products lined up on the table.

Audio of Milla telling about each product used.

Talking head interview with Milla:

- What made you choose cosmetology?
- Can you tell about your personality?
- Can you tell your age and hobbies?
- What did you think about Donna Taponero products?
- How was performing a facial today?
- What are the most important qualities of cosmetologist?
- Can you tell how you addressed Marja's problems with her skin?

Talking head interview with Marja:

- Can you tell your name and age?
- Can you tell about your life? (Hobbies, interests etc)
- When was the last time you visited cosmetologist?
- What was your favourite part of the treatment?
- How did it feel?
- What difficulties you experience with your skin?

Talking heads are done with one point of view as the person interviewed will look at the camera so that the viewer feels they are being spoken to.

A shot of Marja smiling after the treatment.

Talking head interview with Donna Taponero's Irene Taponen

- Can you tell about Donna Taponero as a company and the history of the company?
- Can you tell about the recent changes Donna Taponero has implemented?
- What are the core values of Donna Taponero?

Close up shot of coffee dripping in the coffee maker.

Two point of view shots of the moment when Milla drinks coffee with Marja.

Marja offering bun to Milla.

View of Milla and Marja chatting and smiling.

Shots of Marja's home, of her pictures, kitchen table, the dog and the view from the window.