Background for #getinto video

Subheading here

Video is to promote insurance careers to young people with the Prince's Trust. The goal is to show insurance is not boring, and change a few perceptions.

It will be 90-120 seconds, using talking heads and stock footage, and treating some of the stock footage using colour tints, layering and blending to make it visually interesting as we tell the story through words on the screen.

For example of what I mean, here is an example from a video we have done before see the section 00:39-49 here https://vimeo.com/632757725/c2827af03c

Use of impactful typography is really important. Big, bold, in your face, bit of drama to the delivery (but not overkill)

Brand guidelines will be provided. This is the website it will live on, so it must not look out of place here https://www.howdengroupholdings.com

There are some brand supergraphics too, as you 'll see on the site. These will be provided, to be used sparingly

Below are the colours in the brand guidelines. Full guidelines wll be provided.

Green
HEX: #00857E
RGB: 0, 133, 126
CMYK: 84, 28, 53, 14

White
HEX: #FFFFF
RGB: 255,255,255
CMYK: 0,0,0,0

Pink
HEX: #D82A5E
RGB: 216, 42, 94
CMYK: 8,93,42,1

Yellow
HEX: DEB000
RGB: 222, 176, 0
CMYK: 13,29,98,3

Blue
HEX: #231D4F
RGB: 35, 29, 79
CMYK: 100,99,36,35

I've shortlisted some music, we can discuss which is best for the job together

https://www.premiumbeat.com/royalty-free-tracks/head-of-the-game

I like the vox version but it comes with an instrumental too, if we need to use that for under the talking heads

https://www.premiumbeat.com/royalty-free-tracks/the-new-school

https://www.premiumbeat.com/royalty-free-tracks/eyeglass

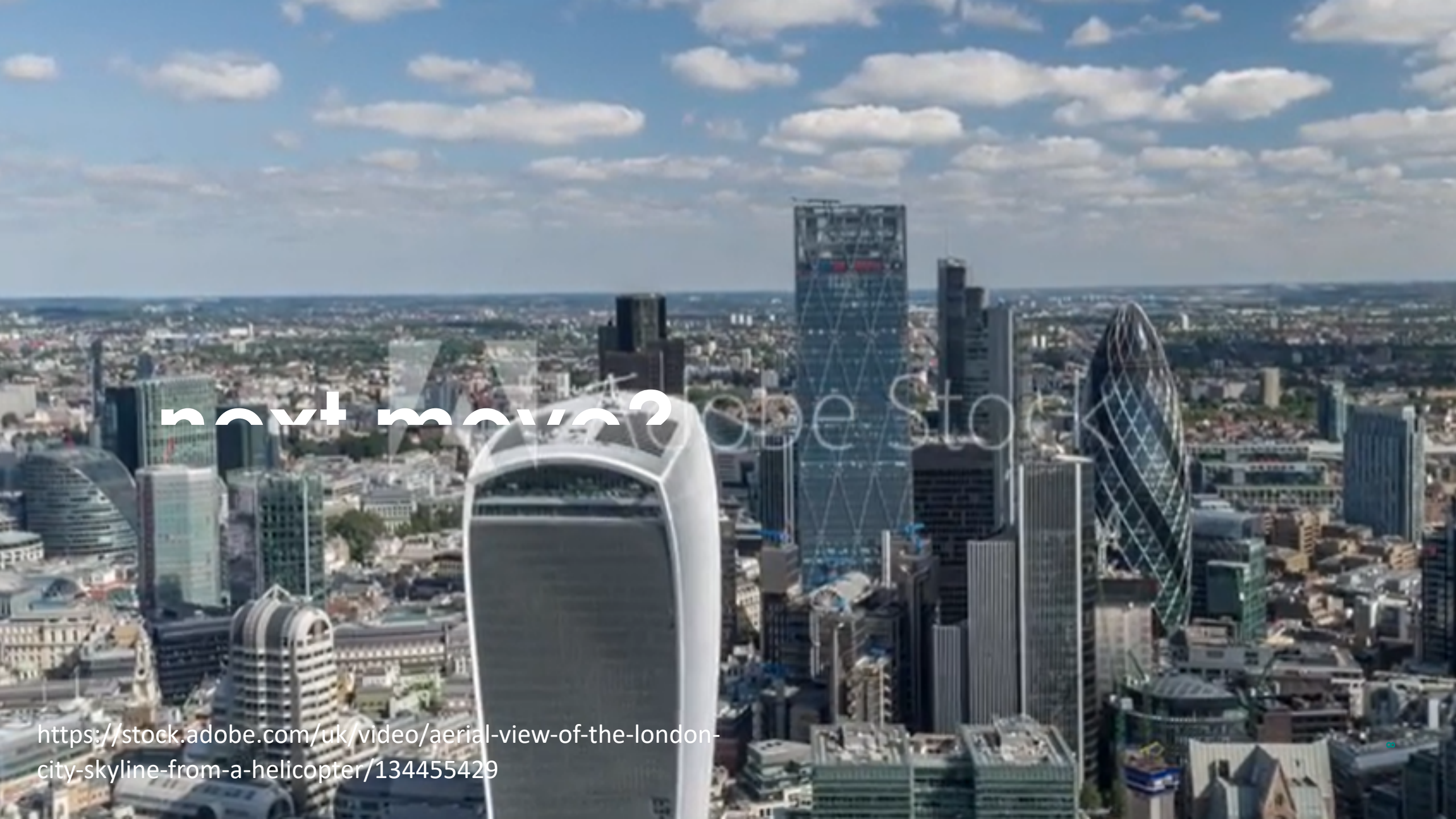
https://www.premiumbeat.com/royalty-free-tracks/mojito-madness-2

Storyboard for #getinto video

Subheading here

Adobe Stock

Adobe Stock

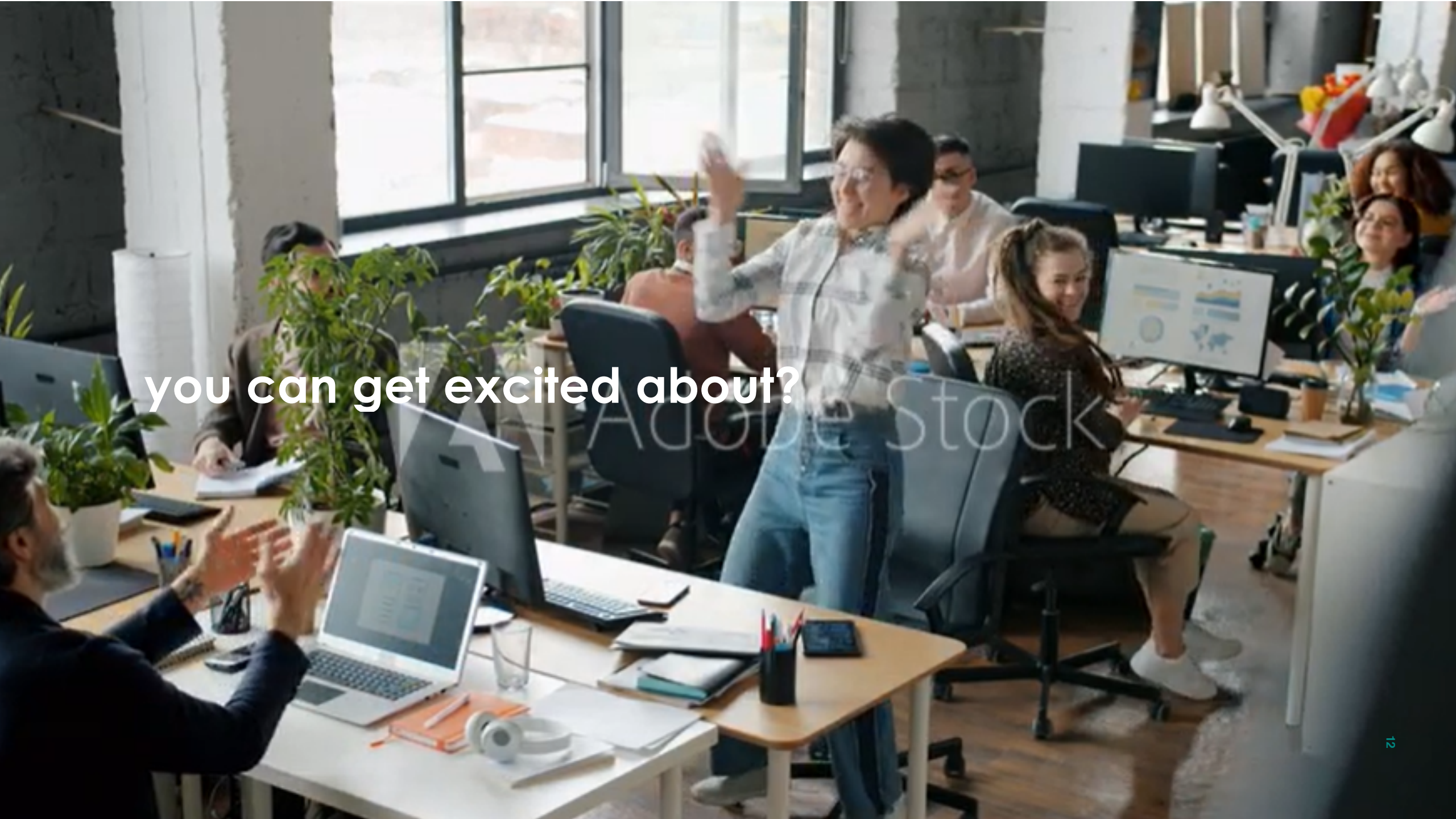


https://stock.adobe.com/uk/video/aerial-view-of-the-london-city-skyline-from-a-helicopter/134455429

Want to make

Have fun and

work in an


you can get excited about?
Adobe Stock

Think about

There’s loads of opportunities

Insurance is everywhere

This is the main message of this section, it should really stand out on it’s own.

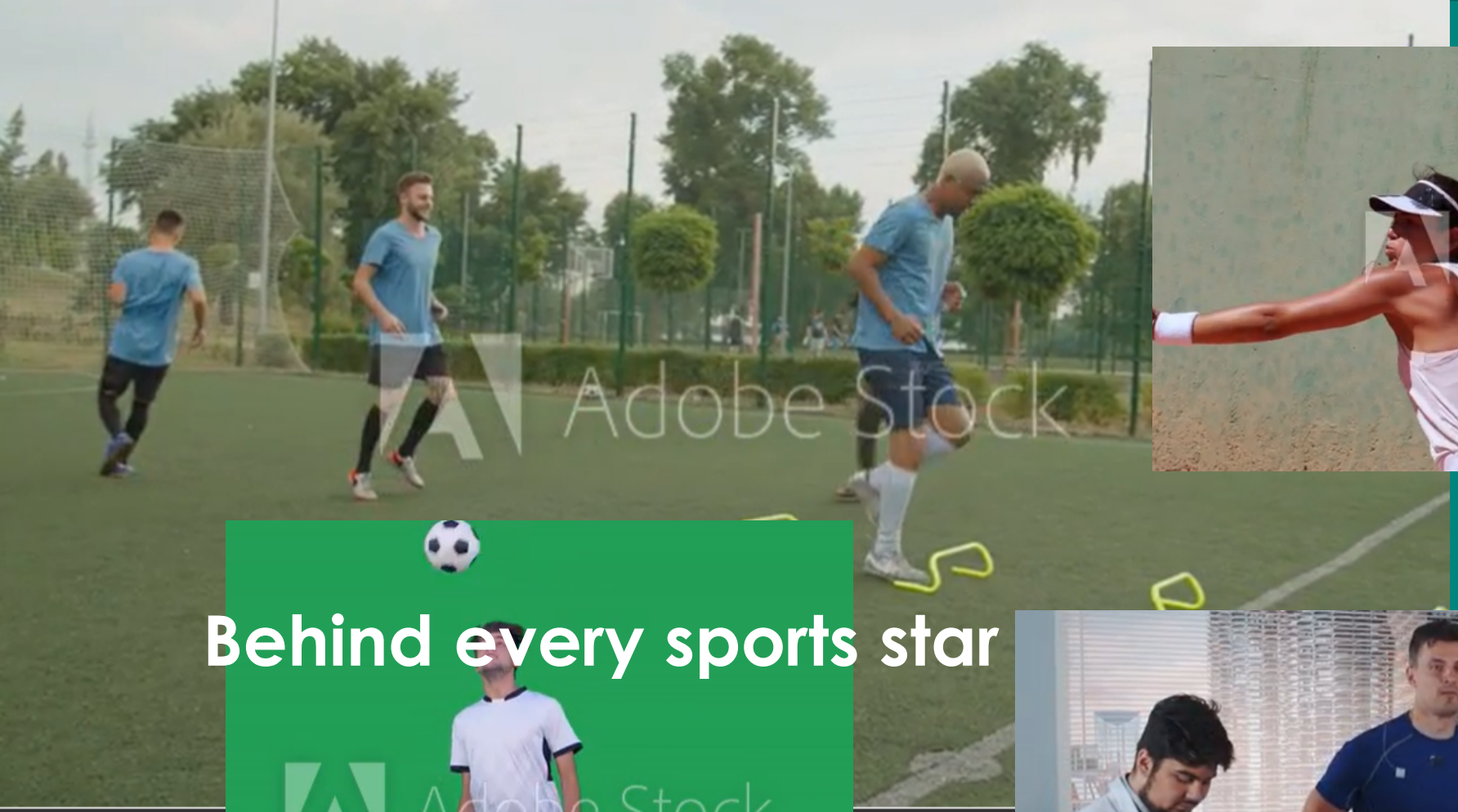
Plain coloured background, with some of the patterns in the brand guidelines. Some sort of effect to make it visually interesting

For this section, I'd like to use tinted footage and blended layering to show the work behind the end product. For a rough idea of what I mean, see the section 00:39-49 here https://vimeo.com/632757725/c2827af03c

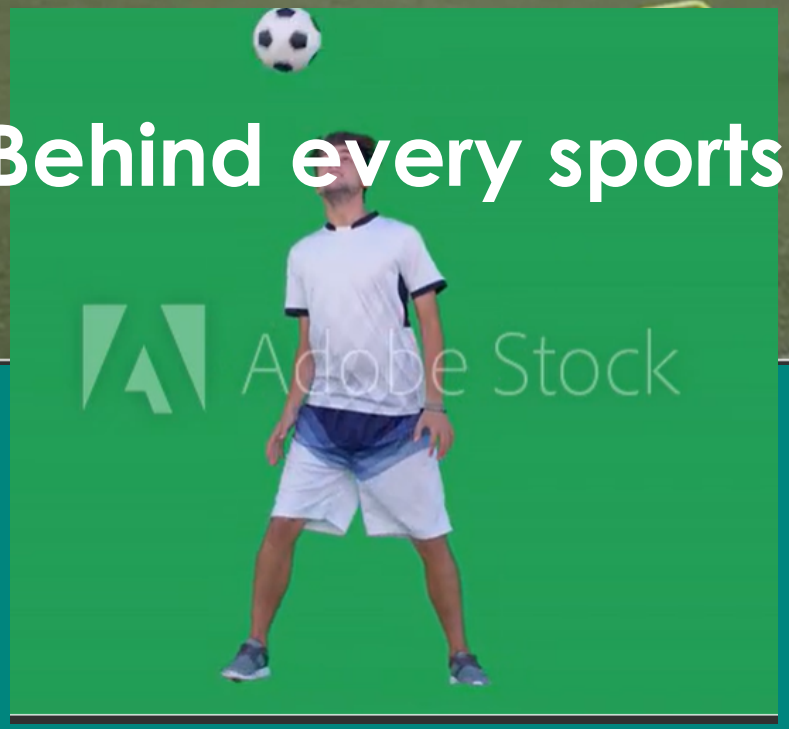
This whole section should be quite faster moving, feel like one video collage and be visually interesting through

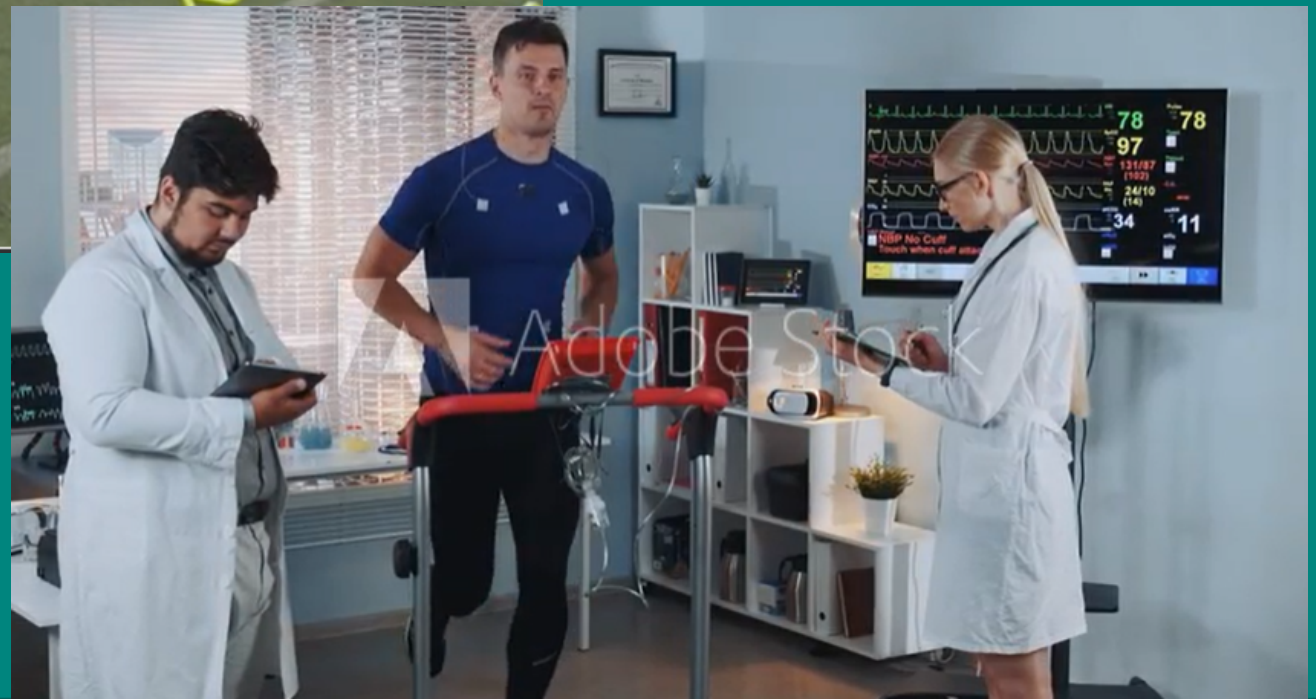
Behind every

This on the left, "fades" into the one on the right



Behind every sports star





Behind every event

Behind every entrepreneur

And the fight against climate change

Punch in all this text with impactful dramatic styling

There are teams

of friendly people

Who absolutely love what they do

Emojis of love hearts etc pouring out

Talking heads bits

- **4 talking heads to sit in some sort of frame, as they are just headshots**
- **They need lower thirds with first name and job title.**
- **Some space at the side where we can pull out key messages in text**
- **Incorporate patterns as per brand guidelines**

TALKING HEAD 1: Niraj Junior Bid Designer

Niraj did a few takes, please use take 3.
Pull quote “No two days are the same”

TALKING HEAD 2: Kariym – Accounting Executive (broking)

Pull out key words - “Friendly…. Really interesting ”

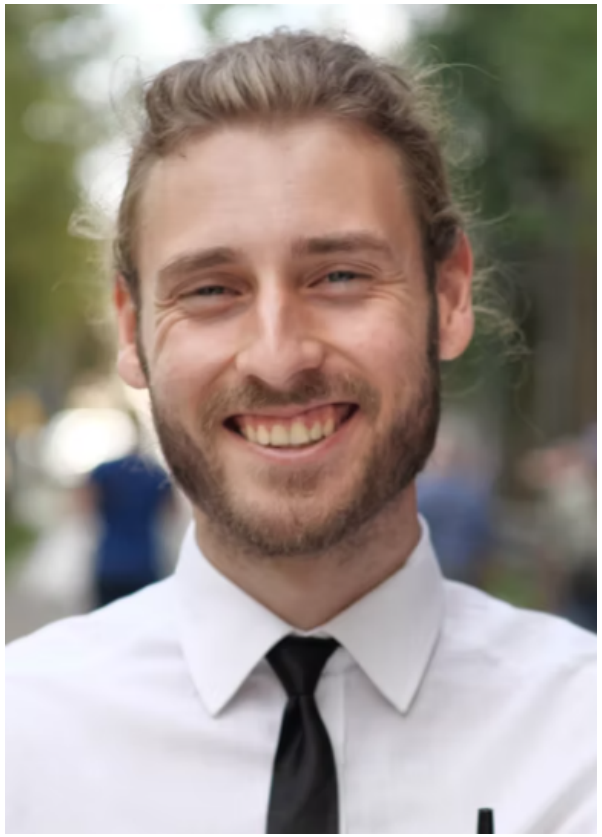
TALKING HEAD 3: Harriet – Sustainability Analyst

Pull quote – “Find what you are most interested in”

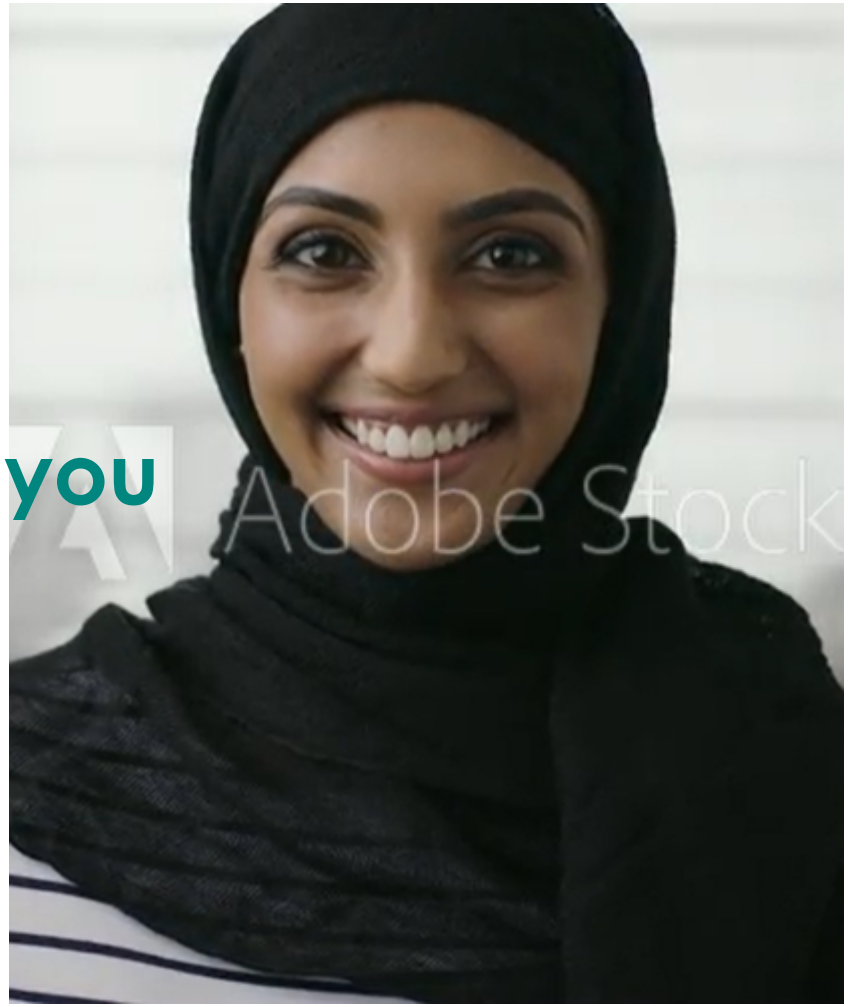
TALKING HEAD 4 Jack (he is a special case, real grass roots success story – he gets two clips)
“Real life experience – so many paths you can take”
“Travel opportunities – working with people all over the world”

Whoever you are

Whatever you're interested in



There’s an insurance career for you



Get into fun

Get into opportunity

Get into travel

Get into £££££

Get into your future

Get into insurance

#getintoinsurance

3 logos –
Howden Group
LMA

Three logos

- 3 logos –
- Howden Group
- Princes Tust
- LIIBA