

November 2018

Ulster Badminton

Pitch Document

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As requested by Andrew Stewart



“In Ulster
Badminton
is suffering from a
severe *image crisis*.”

Ulster Badminton is an organisation that promotes Badminton as, both a competitive sport and hobby for all levels. The organisation uses several channels to reach out to schools and clubs through the Everybody Active Campaign, encouraging those within the programme to join their local clubs.

Ulster Badminton has been successful in Northern Ireland and across the international scene encouraging old and new players to work engage with Badminton. Some of the successes from Ulster Badminton include the UK, European championships and the recent Commonwealth Games.

Our main objective is to promote Ulster Badminton through Videos – School engagement, Shuttle Time courses and Junior clubs, Interviews of those within the sport, High quality photograph and an extensive Social media campaign to engage with the community more and collect more followers. We intend to further their social media campaign by adding GIFs, snippets and character profiles to co-inside with UB Tips and the promotional videos.

We propose to experiment with contemporary media content such as animated GIFs, video snippets, kinetic typography and character profiles to promote Ulster Badminton to the appropriate audience. We aim to build upon Ulster Badminton’s image, promote their work and encourage new members to join.

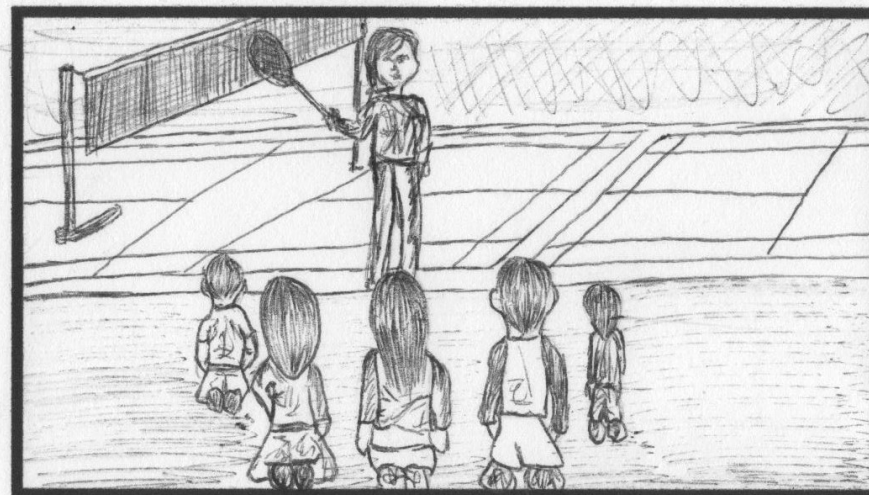
The Brief



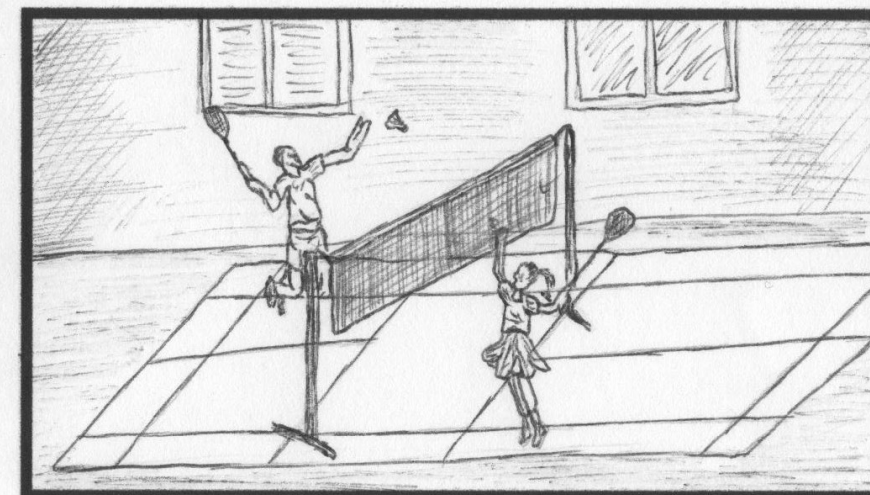
Storyboards



Initial shot from outside of school, potentially moving through front door.



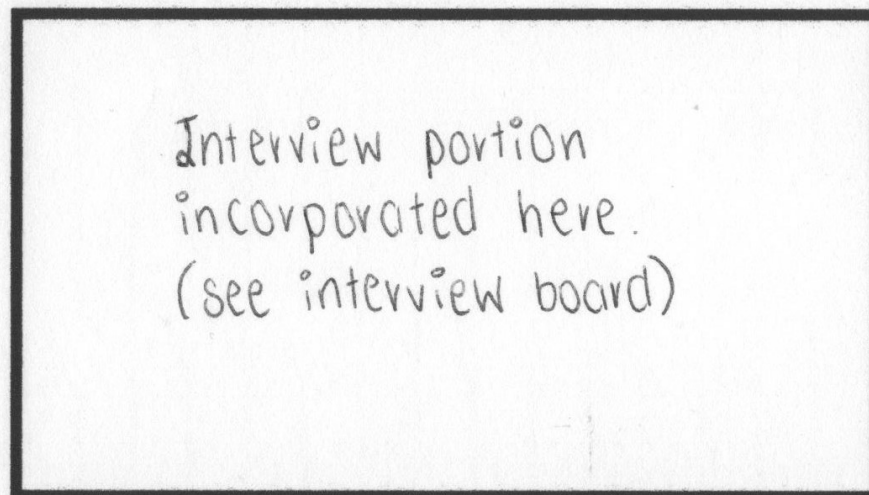
Pan-shot of teacher explaining a badminton swing to the children



Action footage of the children playing/practising shots over the nets.



Engagement between Student & Teacher - adding of candid moments too.



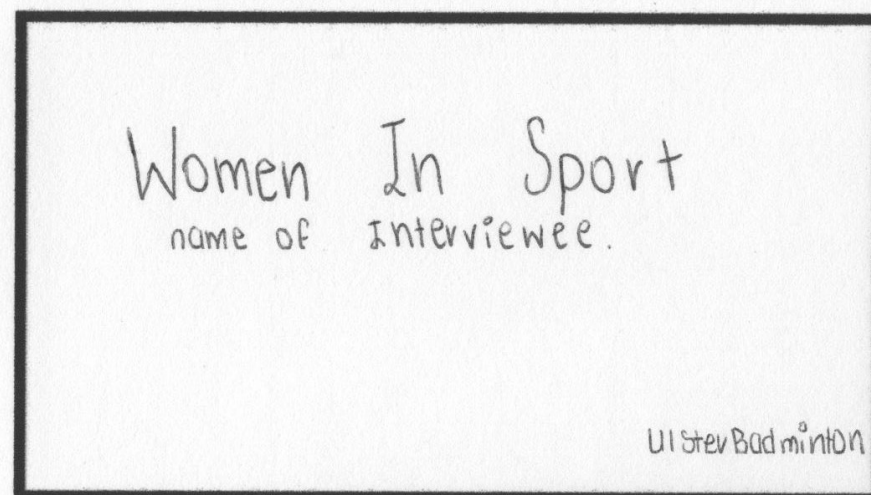
Interview will be inserted into this space (will also be a separate video)



Ending with the Ulster Badminton logo and including reference to Everybody Active.

Storyboard One

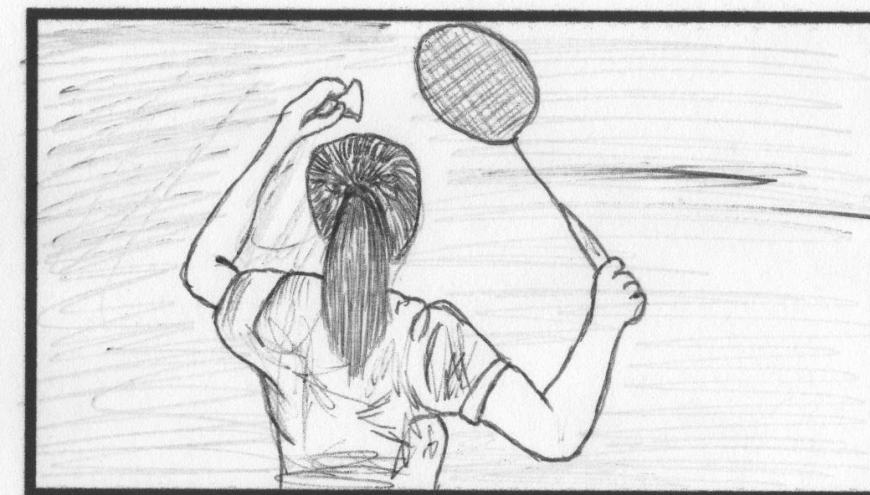
School - Elmgrove Primary School, Connswater on 12th November



"Women In Sport" and the name of the interviewee & what she does.



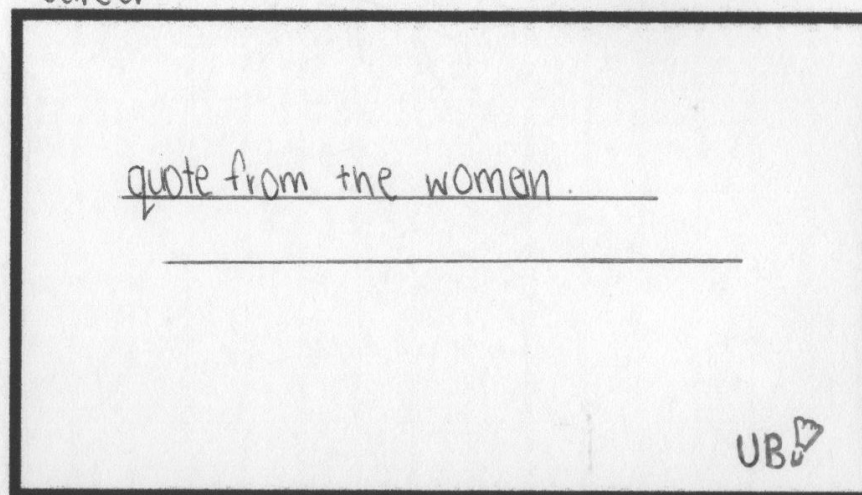
Initial introduction to the interviewee and a section about her career



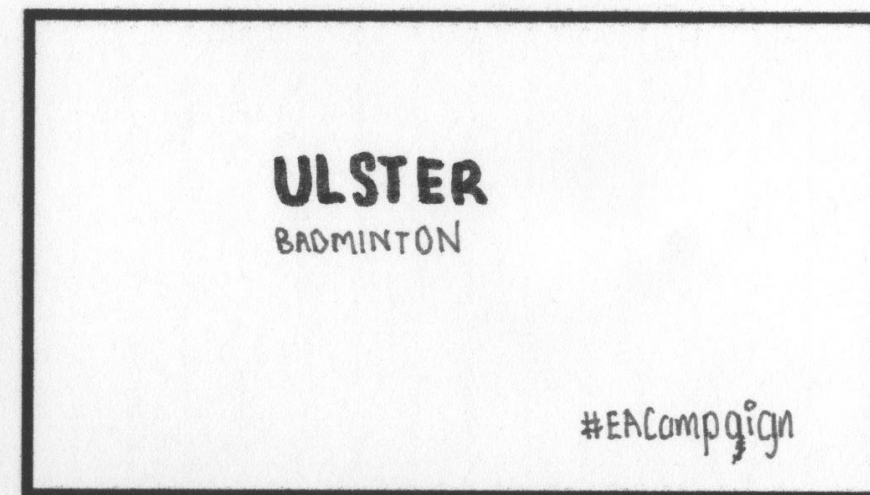
Short snippet of her serving / playing a small bit of badminton.



Cut to her walking into shot & continuing interview segment.



A quote from her about Women in Badminton



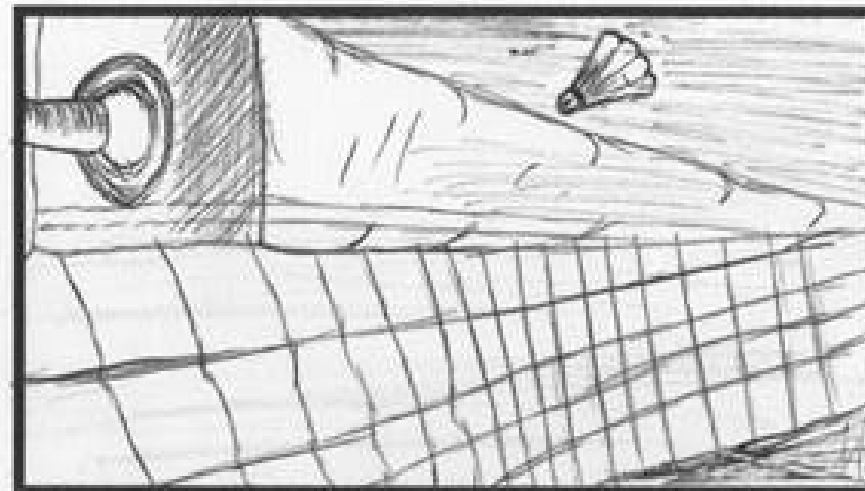
Finish with some UB logo and Everybody Active Slogan.

Storyboard Two

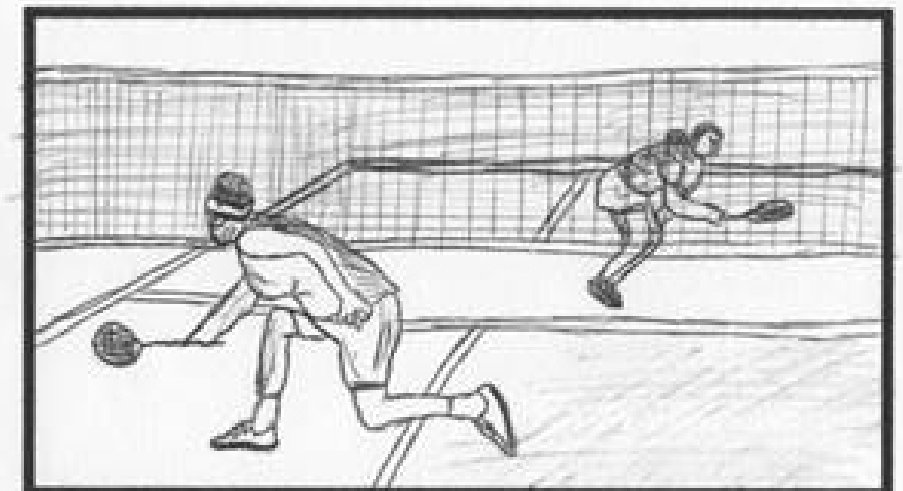
School - Interview at Elmgrove, Connswater on 12th November



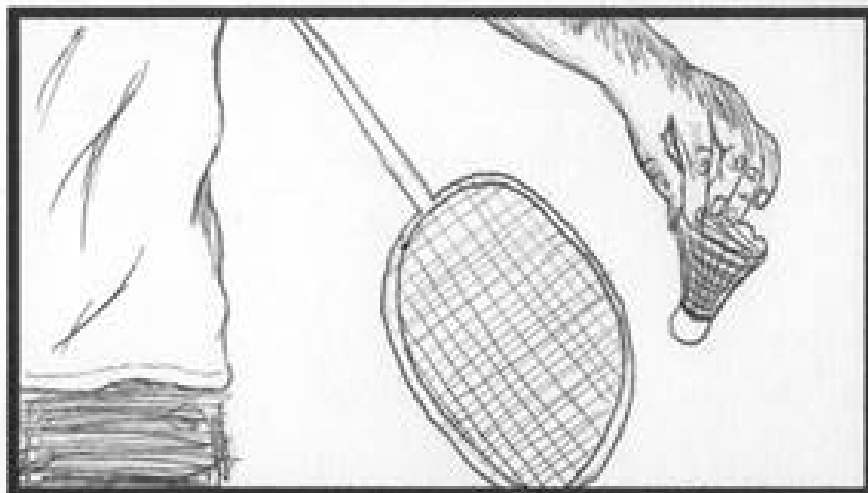
Long shot of outside Coleraine Leisure Centre.



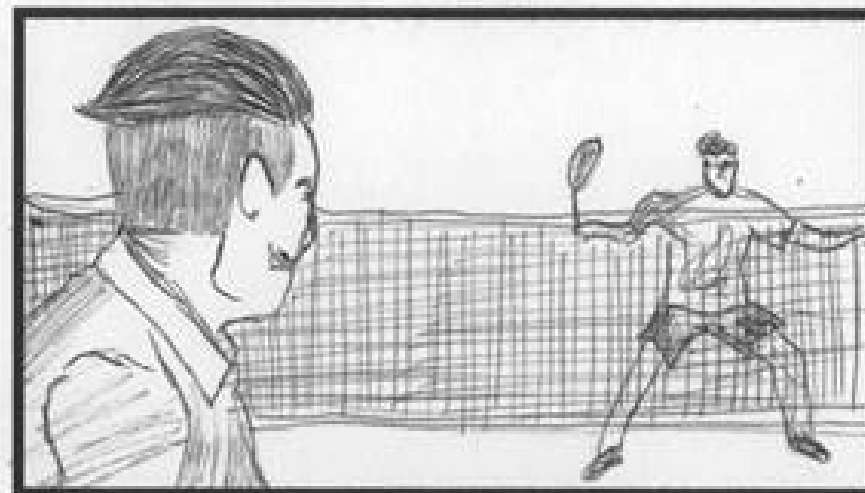
Close-up shot of a net with a Shuttlecock flying over



Players exchange in a match & we'll pick up different serves etc.



Close up of person serving a Shuttlecock.



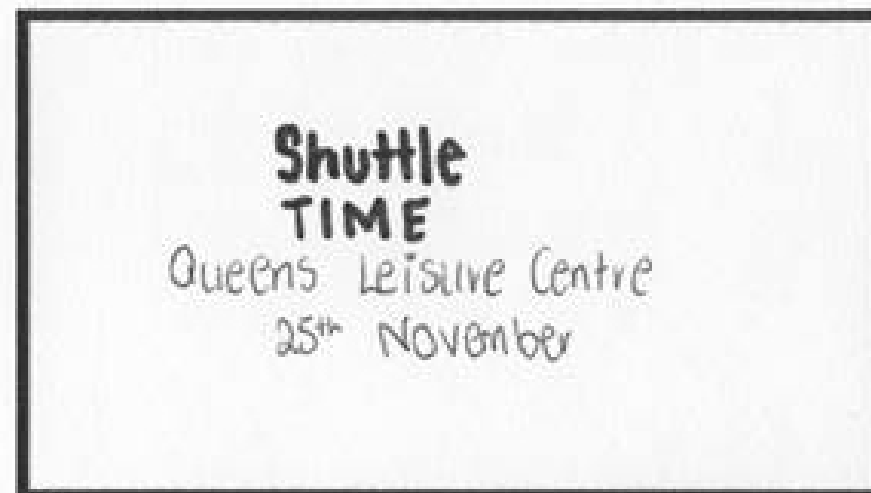
Behind the person, following their moves & first person shots.



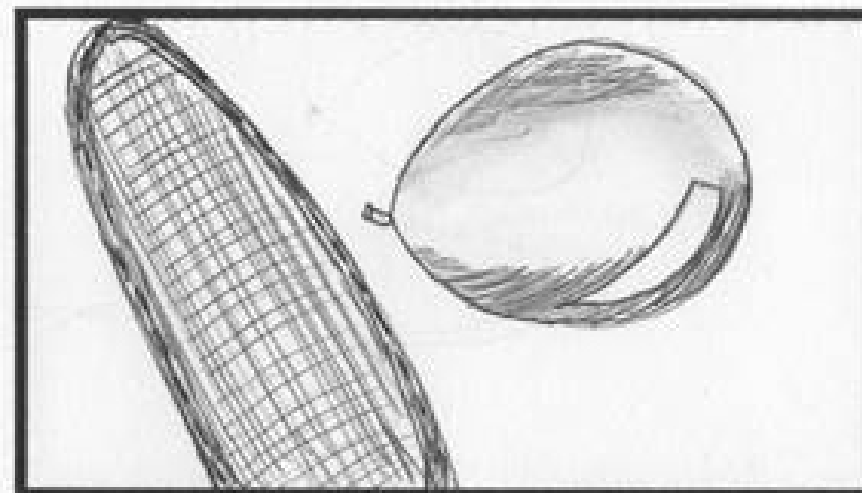
Ending with the UB logo and hashtag.

Storyboard Three

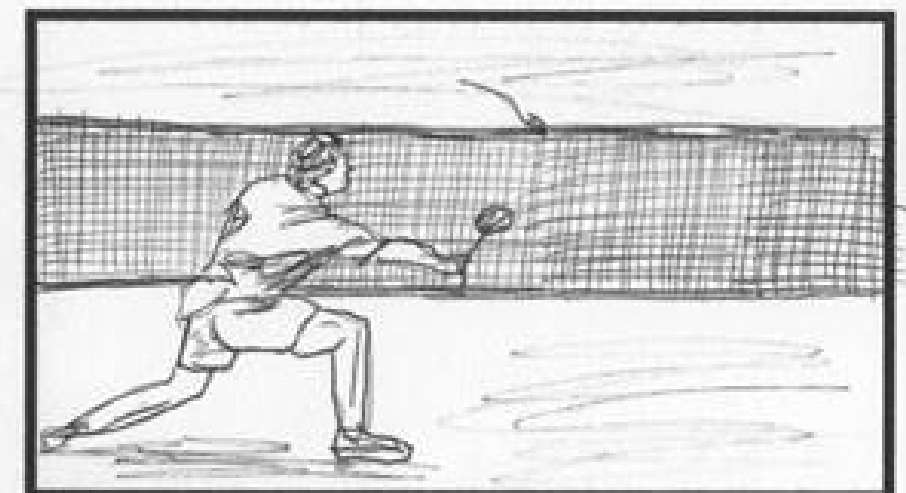
Junior Club - Coleraine Smashers, Coleraine Leisure Centre on 17th November



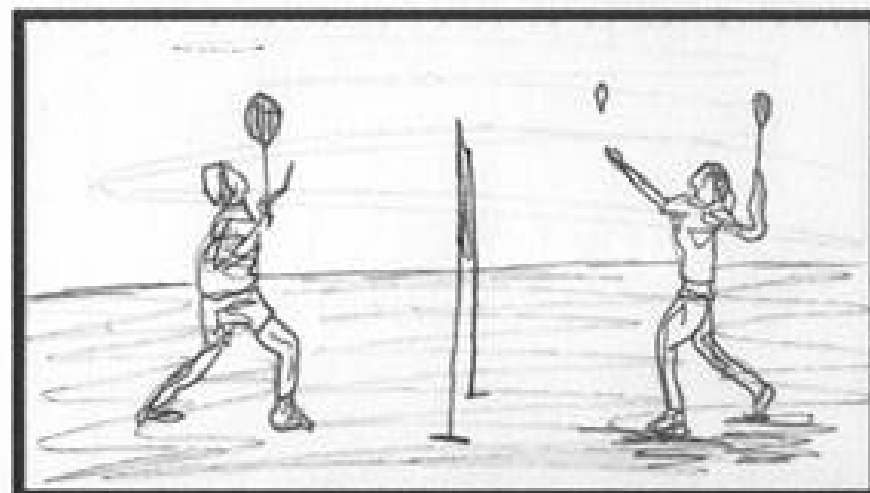
ShuttleTime logo, date and place



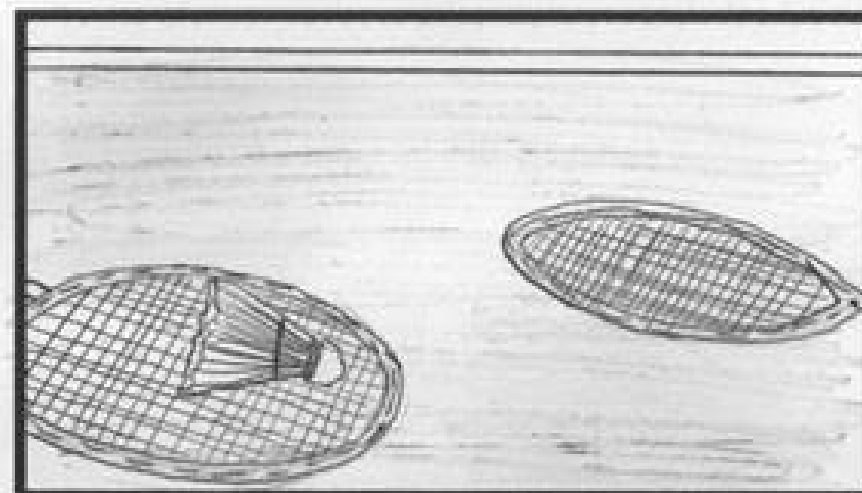
Close-up shots of balloon exercise and players.



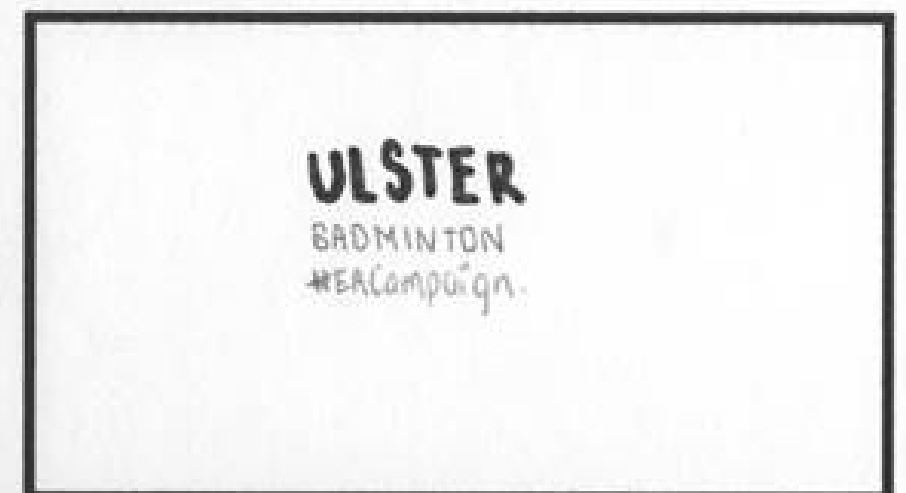
Next stage of introducing the shuttlecock.



Advanced stage - players passing it between each other.



Rackets & shuttlecocks on floor & blurred play in the background



End with logo and hashtag.

Storyboard Four

ShuttleTime - Queens Leisure Centre, Holywood on 25th November