

TRAINER'S MATERIALS

MODULE: **COMMUNICATION KIT**

TOPIC 1: **YOUTUBE.**

THE SET OF EXERCISES FOR THE TRAINING SESSION

DURATION OF THE SESSION: 120 MINUTES

Time	Table of content	Exercises
10'	Introduction to the training	<i>No exercises for this part</i>
20'	Topic presentation	<i>Presentation of the topic to be displayed in ppt – (attachment) / or video /</i>
45'	ACTIVITY 1- EXPERTS	<i>Case study for group 1 Case study for group 2 Case study for group 3</i>
40'	Analyse	<i>Analyse adverts</i>
5'	Summary of the session	<i>No exercises for this part</i>

ACTIVITY 1 - EXPERTS

Make three groups to optimise the activity. Each group will be given a product to promote using a video for Youtube.

Follow the next steps to do this activity.

- Analyse the product you have been given

- Look for a similar product to film it

- Answer these questions before starting with the video you have to do
 - Goal definition
 - Target audience definition
 - Strategy: Definition of the content or theme of the video
 - Video creation and editing
 - Distribution and promotion of the video

- Prepare a small idea about the video you are going to record (what are you going to say, a croquis of the images you should record,...).

- Film the video (1 minute video you can film with a phone)

- (Optional) Post it on youtube to practice using the app.

Before ending the activity, show it to the other groups and talk about things you could do better next time.

GROUP 1 - SOAP



GROUP 2 - WATER



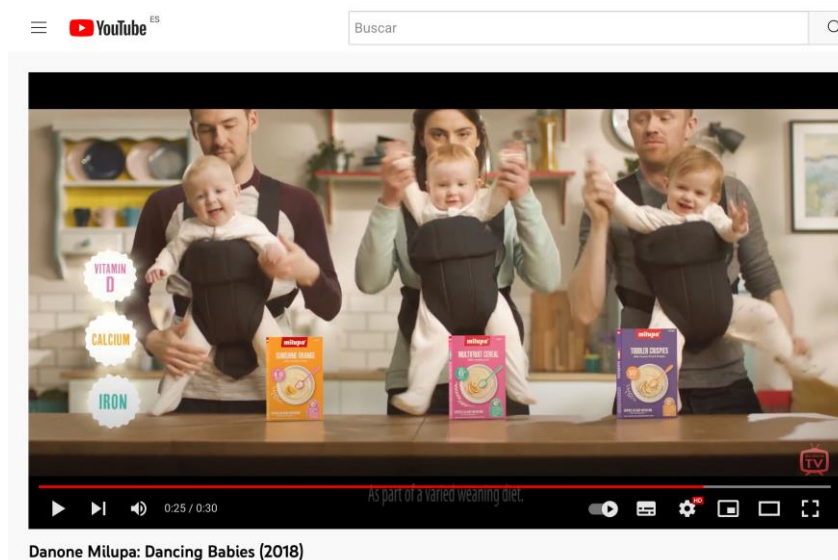
GROUP 3 - LAPTOP



ACTIVITY 2 - ANALYSE

Look at this video and answer the following questions:

<https://www.youtube.com/watch?v=KiQNxuXINi4>



- Who is the target of this advert?

- Which message do they want to transmit?

- Which is the main idea of the video?

- Would you change anything?

- Why do you think this advert is so attractive?

Now look for another advert and analyse it as we have done with Danone's one. Remember to be as original as possible. Later show it to your mates and explain the analysis you have done.