



## CREATIVE BRIEF

**Client:** XpoNorth

**Project:** Promotional trailer for XpoNorth Network and short videos for XpoNorth 2021 conference

**Contact:** James Roberts, Head of Creative, Brand & Digital, XpoNorth

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### The Brief:

**Purpose:** XpoNorth requires 2 suites of content to be produced:

- A promotional video to showcase its year-round body of work to support the Highlands and Islands creative economy.
- Multiple short sense of place video cuts, to be used between conference sessions to evoke the landscape, culture, heritage and creative economies of the Highlands and Islands.

### Opportunity:

#### The promotional video

The circa 90 second video will be used as promotion in the run up to XpoNorth's annual creative industries conference which is taking place digitally on 16-17 June 2021. It will then be used across all of XpoNorth's owned channels including (but not limited to) Facebook, Instagram, Twitter, LinkedIn, YouTube and [xponorth.co.uk](http://xponorth.co.uk).

It is intended to be used as a showcase of the huge expense of support XpoNorth offers to the creative industries in the Highlands and Islands and therefore will also be used throughout the year to engage with all XpoNorth stakeholders. The piece of content should be broad enough to be used as a general year-round showcase of the diversity of work delivered by XpoNorth across its services, offering a coherent visual representation of our core remit and be sensitive to the diverse geography XpoNorth services. We are ideally looking to achieve a visual interpretation of our key mission statement, as detailed below:

"XpoNorth is Highlands and Islands Enterprise's (HIE) specialist year-round support mechanism for creative industry businesses based across the Highlands and Islands. The project delivers a range of responsive programmes to encourage the continued growth and innovation of the creative economy throughout one of the country's most diverse regions. XpoNorth also produce a well-established annual conference connecting our business base with some of the most influential networks in the global marketplace."

As part of this contract, we would also expect the supplier to work with XpoNorth to source suitable music to place on the content from a composer/ artist based in the Highlands and Islands. The mechanics of this particular element of the engagement will be discussed further with the successful supplier.

The objective of this video is to easily and accurately demonstrate the broad range of support XpoNorth offers to all of the creative industries equally. It needs to show XpoNorth is more than just the annual conference and is a year-round programme of engaging content including events, workshops, webinars, one-to-one sector specialist support and training. It is imperative that the video strikes the correct balance between providing professional representation and telling this in a creative way.

#### Sense of Place videos

The suite of short sense of place videos will be used as part of the XpoNorth 2021 conference. Each of the videos should be no more than 15 seconds in length and should evoke a feeling and sense of place. These videos will represent The Highlands and Islands landscapes, food and culture as well as the area's key diversity of work across the Screen and Broadcast/ Craft, Fashion and Textiles/ Writing and Publishing/ Digital & Technology / Music / Heritage sectors.

These will be similar in feeling, pace and tone to the wider promotional video.

**Who are we trying to reach?:** Those working in or studying towards jobs in the creative industries (Screen and Broadcast/ Craft, Fashion and Textiles/ Writing and Publishing/ Digital & Technology / Music / Heritage) locally, nationally and internationally. But the core brand target is those working in or studying towards jobs in the creative industries in the Highlands and Islands of Scotland.

#### **Key messages and call to action:**

The required content should evoke a sense of the following three key messages rather than explicitly state them.

Key message 1: XpoNorth is Highlands and Islands Enterprise's (HIE) specialist year-round support mechanism for creative industry businesses based across the Highlands and Islands.

Key message 2: The project delivers a range of responsive programmes to encourage the continued growth and innovation of the creative economy throughout one of the country's most diverse regions.

Key message 3: XpoNorth also produces a well-established annual conference connecting its business base with some of the most influential networks in the global marketplace.

Call to action: visit [www.xponorth.co.uk](http://www.xponorth.co.uk)

**Desired outcome:** We ultimately want the viewer to engage with XpoNorth via accessing its content on xponorth.co.uk and its owned social media channels including Twitter, Facebook, Instagram, YouTube and LinkedIn. We want them to recognise XpoNorth as being at the forefront of creative industry support and we want them to feel excited and energised after viewing, so they will actively seek out and interact with XpoNorth whether that is as a user of its services or as a contributor.

Target user reaction: "Wow. I had no idea XpoNorth did all this cool and innovative stuff. I've been missing out. Where do I sign up?"

**Project tone:** Modern, Current, Dynamic, High energy, Creative Professional.

**Brand personality:** Pioneering, Innovative, Well-connected, Supportive, Expert, Dynamic.

**Where will the content be used?:** Launched in the lead- up to the online conference, then embedded on the XpoNorth website and social media channels, including spotlight placements and headers.

**Resources available:** Archive footage available for use.

**Timeline:**

- XpoNorth to issue brief: Monday 22<sup>nd</sup> February 2021
- Deadline for agencies to submit interest in brief: Monday 8<sup>th</sup> March 2021, 10am
- XpoNorth to confirm which agencies have been shortlisted to pitch: Friday 12<sup>th</sup> March 2021
- Pitches to take place: 25<sup>th</sup> & 26<sup>th</sup> March 2021
- Winning agency appointed: 31<sup>st</sup> March 2021
- Final content to be supplied: w/c 31<sup>st</sup> May 2021

**Criteria to submit:**

Those interested in responding to the brief should submit their showreel including examples of relevant previous work and a one-page pitch of how they would approach the brief via email to [jamesroberts@xponorth.co.uk](mailto:jamesroberts@xponorth.co.uk) by Monday 8<sup>th</sup> March 2021 at 10am