

TCC Original Content

Stories change cities.

Since the 1920s, New York has been known as the city that never sleeps; a place people go to chase their dreams; to struggle till they find success. Stories helped build this perception, stories such as two movies released with the title ‘The City That Never Sleeps’; Frank Sinatra’s song ‘New York, New York’; and the Sex in the City television series – a consistent flow of stories and content perpetuating this theme. Recently, a new type of story has emerged, changing this busy image of New York to a more personal, intimate perception of the city. [‘Humans of New York’](#) is an intimate exploration of New York residents, introducing a richer, more diverse perspective of New York. Both styles of storytelling continue to attract new residents and visitors to New York who have shared values, strengthening this identity of the world city.

Unfortunately for Townsville, in recent times there has been an unhealthy balance of stories focused on crime, economic troubles, water shortage and lack of transparency, resulting in low level of confidence in the community and hesitation from potential residents to move to our city.

Townsville now has the opportunity to change this perception through stories; positive stories promoting the rich lifestyle experienced by our residents, stories about innovation, passion and commitment, stories to help establish a positive identity for Townsville, especially for the millennial and z generations.

What does our city want to be known for? What stories can we tell to influence and lead this change? What do we need to achieve this?

Stories change cities. And we produce the stories.

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TCC Original Content Team

Who we are

Role	TCC Original Content Team	Production Partners/Suppliers	Responsibilities
Creative Content Director	Michael Bromage Communications team members		Ideas, content production strategies, planning, director, master storyteller, keynote speaker, workshops/training
Producer: pre-production	Michael Bromage Need to find/develop	Bluekino (Maddy/Justin/Chun/Nick) Need to find/develop	Ideas, line producer, researcher, script developer, resources, storyboard/animatic producer
Producer: production	Michael Bromage Alexandra Milicevic Jayde Baguley Sam Shaw	Bluekino (Maddy/Justin/Chun/Nick) 360 Creative (Finn) Gregg Savage (Time-lapse) Dylan Furnell (Drone)	Ideas, cinematographer, lighting, audio, blocker
Producer: post-production	Michael Bromage Alexandra Milicevic Need to find/develop	Bluekino (Maddy/Justin/Chun) Vetta (Sandor) Need to find/develop	Ideas, editor, composer, grading, visual effects
Marketing strategist <i>Note: Effective marketing happens through the entire life of a project; before, during, after; not just at the end.</i>	Michael Bromage Connor Wallace Communications team members	Need to find/develop	Ideas, relationship developer, content distributor, data decoder, research and development
Content Production business support officer	Michael Bromage (Brittany, Tanicka, Alice)	Need to find/develop	Ideas, technologist, all-rounder

We collaborate with production partners and suppliers who provide crew, talent, and catering, big data – whatever’s needed to produce great content. In addition to making our own quality content, we commission content production and acquire quality content from external suppliers; local, national and international.

This means we can supply a regular flow of quality content that informs, entertains and inspires our audience.

What we do

We make content that influences positive change in our city. We love the fact ‘stories change cities, and that we produce the stories.’

We prefer content that:

Informs	Life is cluttered – it’s loud, wild and overwhelming. That’s noise. But sometimes moments of clarity happen and everything makes sense. That’s signal. While our TCC Original Content Team likes to make noise that gets attention, we prefer to make signal. We get your message to your audience so it makes sense; we help provide your audience with a much needed moment of clarity.
Entertains	We make creative, delightful, surprising content. It’s fun, it’s good; our content entertains.
Inspires	We love that our content provokes curiosity and encourages action. How would you like your audience to respond?

Fact: Audiences respond to content that informs, entertains and inspires. Want your content to make impact? Inform, entertain and inspire.

What if... Now how...

We love using our creativity. Our favourite words are ‘What if...’ and ‘Now, how...’

As in: ‘what if we did [insert amazing idea] to surprise and delight your audience?’ And ‘Now, how do we do that?’

- What if rubbish could talk and remind you to recycle? *Such as plastic bottles who desires to be recycled as a love seat for Jezzine Barracks.*
- What if Townsville residents had super powers and worked together with council to solve daily challenges?
- What if the customer service team had their own music video and could pull customers through phone screens to join their party?
- What if we start a trend that the community can participate in? #10secondtownsville; #lifeintownsville; #townsvilleshines

Now, how do we produce the visual effects and choreography to tell these stories?

*With every project we get better at what we do; we want awards and recognition for our work; we want to inform, entertain and inspire our audience. We can only do this by making the imaginable real. Therefore, **What if... Now, how...***

Themes/categories

We use themes/categories to help us, and you, focus on the most valuable topics that connect with our customers and grow our audience.

- **How to...**
How to... content is designed to help residents understand a process or task council requires residents to understand, such as 'How to pay rates.' This theme can also be used to provide solutions for identified customer problems.
Example: How to use IT Self-Service (internal.)
- **Weird, wacky Townsville**
Weird, wacky and wonderful Townsville content is designed to delight and inspire Townsville residents and to keep them curious for more TCC Original Content.
Example: Chewbacca in 'Marine Flares' and 'Music in the City'.
- **Breaking news, current affairs, weather**
Breaking news, current affairs and weather content is designed to keep residents updated with the latest newsworthy TCC information happening around the city. We do this for high impact leading news; otherwise supply news organisations with raw video to help them tell important news stories relating to council.
Example: Stadium Sod Turn.
- **City basics: water, waste, infrastructure, services**
City basics content is designed to keep residents up to date with information regarding water, waste, infrastructure and basic operations of the city.
Example: Customer Service Team music video; Corcoran Park upgrade video.
- **Business, economy, innovation, jobs**
Business, economy, innovation and jobs content is designed to keep residents updated with information related to business, economic development, innovation and jobs. This content is also produced with a global audience in mind to help attract investment to the city. Example: Silver Level Homes.
- **Lifestyle**
Lifestyle content is designed to promote and highlight the quality of life that residents experience living in Townsville and north Queensland.
Example: Yoga in the city (in production.)
- **Premiere positioning**
Premiere content is high quality storytelling designed to entertain and inspire Townsville residents, helping to confirm their world view that Townsville is a wonderful place to live, influence behaviours that we desire in our community, and attract new residents to the community. This content can be licensed to help generate revenue for the city. Example: 'It's Life. It's Townsville. Series' (in production.)
- **Campaigns/other**
Content that is not directly related to our themes/categories programs. Includes annual events, short shelf-life and ephemeral campaigns. Example: CG2018 content.

An essential routine

We prefer to publish content often; our default schedule is two pieces per theme/category per month; this schedule can be strategically interrupted by business calendar needs, annual trends, and pop culture.

We need consistency to build value. Just like working out every day to build up your fitness and strength, we publish content regularly to build up our audience and nurture a sense of trust and reliability with our customers. To change a city, residents require constant reminders that nudge and influence their behaviours and worldviews, mixed with strategically timed campaigns that cut through the noise. This is why it's important to establish themes.

Content made for your audience

We can produce many types of content for your audience, with a focus on producing digital content for mobile audiences and streaming content platforms. The top ten most popular types of content include:

Content type	Why this content is useful
Social media clips	Short social media clips help people to quickly engage with a message, or to simply be entertained. They are short and delightful. I.e. Bins hugging; Chewbacca series.
Short films	Like life, films have narrative and emotion; therefore, short films are a powerful way to deliver your message and emotions help the message stick.
Mini documentaries/behind-the-scenes	The documentary format delivers messages by layering information in a steady and easy to absorb factual pace; great for transparency and democracy.
Music videos	Music videos are one of the most popular forms of content for the gen z and millennial generations.
How to... videos	One of the most popular ways people use YouTube – to find out how to do something. Great long shelf life content.
Television commercials	A traditional and entertaining format to reach older demographics via broadcast television and new audiences via social media.
Time-lapse/stop motion/slow motion	Human beings are obsessed with time (and controlling it); therefore visual effects are often mesmerising for your audience.
News reports	Straight forward fact telling. It's the news.
Animations	Animation can be used to get around the emotional walls and established worldviews of your audience to deliver your message.
Live stream	Events and webinars can be more exciting when it's live and interactive!
Photography	Sometimes a good story can be told with a single or short series of photographs. Video not required.
User generated content	Content contributed by our customers provide them with a sense of being part of something bigger than themselves and helps strengthen our relationship with our customers.

Content that matters (obviously. Know your target audience; broad, niche, account-based.)

We prefer to publish content that matters. When you request original content, we ask, *who would care about this content and why?*

A good answer results in good content being made. We want to connect with your audience and if they care about your content, they will pay attention. What's your objective, why is this important for your target audience, who are they, and why would they care?

Local and global content

We make content that caters for both the local and global audience. We want to build confidence in our city through local stories that inform, entertain and inspire. We also want to attract new residents and investors to the city, which is why we prefer to make content that also resonates with global audiences.

Hard working content

We prefer making content with a long shelf-life. Long shelf-life content can be reused and licensed to content distributors, generating revenue for the city.

We want our content to be valuable for new and existing audiences 18 months, even two years, from now. Think about films such as Star Wars, which have a long shelf-life and is still working hard generations later, delighting new audiences. Our team works hard to make hard working content.

(Yes, we can make content with short shelf life, too, such as promoting an upcoming event, but we prefer making content which has a long shelf-life.)

Series or one-off content

Will your campaign be ongoing? If so, consider producing a series style-guide, which will help provide a consistent tone and quality for your audience. For example, the Marvel movie universe has a style-guide, also known as the lore of the Marvel Cinematic Universe. TCC Original Content Waste TVCs are a series, with each ad driven by characters and contain a humorous or delightful twist to the message of waste. Otherwise, one-off content will do the job for you.

We love intrinsic marketing, stories with emotional arcs and experiential marketing

We make all types of content, and prefer content that tells a story, celebrates people, and takes your audience on an emotional journey.

Your worldviews are formed by emotion and experience; your strongest memories are often the emotional moments in your life. We love making content that takes your audience on an emotional journey, just like life, which helps makes your content memorable.

(Note: Many tourism videos use the exciting and shiny extrinsic 'look at what you could be doing' formula. We can complement traditional extrinsic tourism campaigns with the more intimate and genuine intrinsic 'why this matters to humans' storytelling that motivates action; it's a winning combination.)

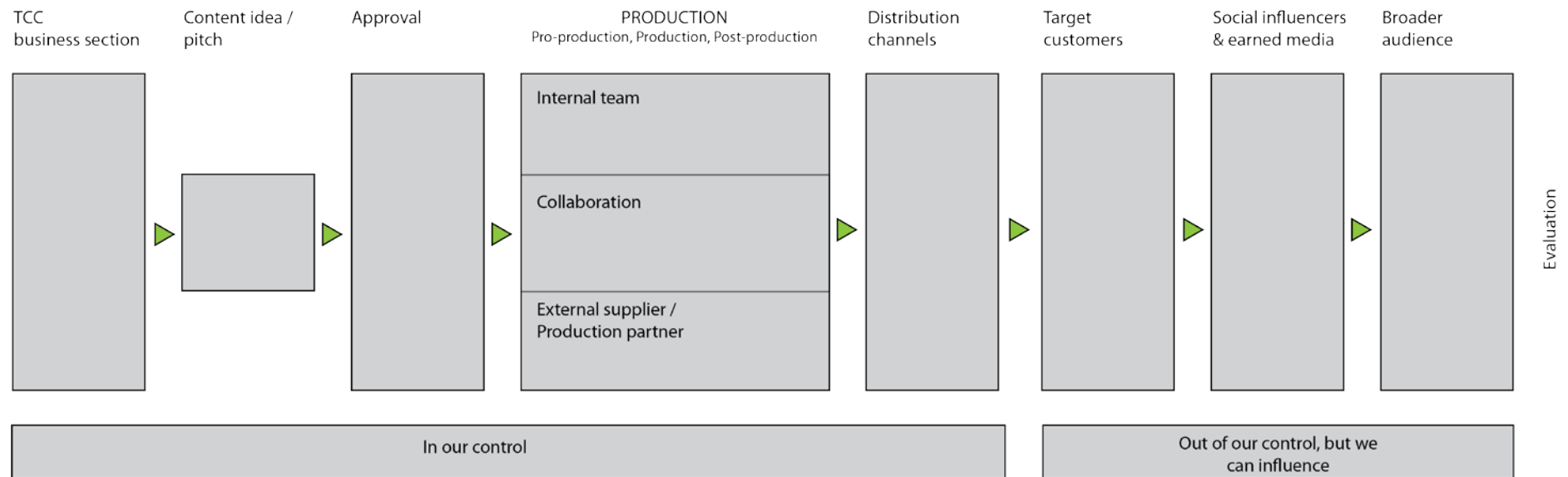
Character driven stories = “the stories of us”.

We love celebrating our team and community. *Humans love gossip; gossip is the simplest form of communication. People love talking about themselves, their friends and peers, and people they love (like celebrities) and all the things we do. It’s the stories of us.* Which people, or characters, will help drive your story and inform, entertain and inspire your audience?

Efficient production process

We use an efficient production process; from pitch/request/concept to measuring the impact of your content.

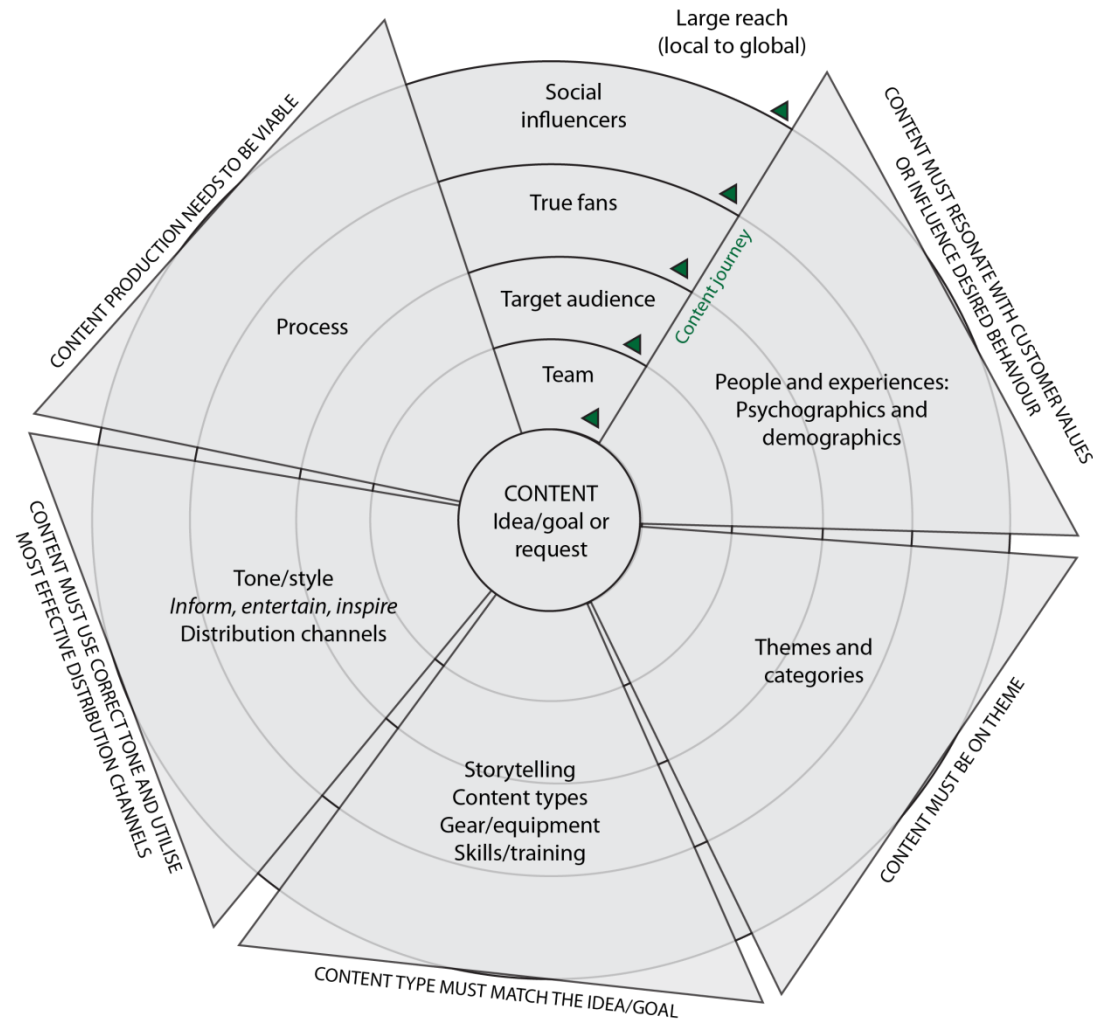
- Request (use online request form)
- Approve production
- Gathering crucial information (market research) and resources
- Pre-production (plan: content types, story structure, talent, production timeframe, etc.)
- Production
- Post-production
- Distribution
- Track, measure, feedback and pivot

The production process – from idea to delivery

TCC Business	Content Idea	Approval	Production	Distribution	Target cust.	Influencers	Broader aud.	Evaluation
CEO's office, Bulk water, Libraries, Economic development, Marketing, Construction, etc.	Objective Content type, Theme, Message, etc.	Market research Need, Target audience, Viability, Distribution plan, etc.	Planning, Shoot, Edit, etc.	Social media, Television, Radio, Newspapers, Billboards, Experiential, etc.	People who... Psychographics, Demographics, etc.	Celebrities, Community leaders, etc.	Beyond target customers	What worked, why? What didn't work, why?
Marketing team	Star Wars themed clip to promote Music in the City.	People like Star Wars; simple video to reach target audience.	One day required; small cast/crew; ext. supplier.	Facebook	People who work in the city.	ABC, Local cinema, Commercial radio.	Townsville residents Movie lovers	

The content journey

There are strategies that can help your content reach larger audience, if required. For example, nurture relationships with your true fans (brand champions) and social influencers before unleashing your content into the world and they will help your content travel.



What makes us excited about today?

Every day we are motivated by these aspirations.

- For the content we produce to reach every member of your target market,
- For the content we produce to attract new residents, long term visitors, and investors to the city,
- For the content we produce to help provide transparency and build trust between the council and the community,
- To influence the overall sentiment of Townsville City to be a feeling of pride, innovation and confidence,
- For content to be distributed on leading content platforms; including Facebook, YouTube, Airlines, and Netflix,
- To set trends, (i.e. 'Meanwhile, in Townsville...' and 'It's Life. It's Townsville.')
- For international recognition and awards.

We want our content to reach 100% of our target audience, every time.

How friendships are made

Now you know more about us, we'd love to hear about you and your content needs and aspirations.

We want to team up with you to make content that resonates with your target audience; to inform, entertain and inspire. We love being part of a winning partnership/team.

Be a hero

We want to be a hero for you, so you can be a hero for your audience, customers and clients. We love to lead and provide others with the confidence to follow. And, of course, the hero always gets the prize.

Business development plan for TCC Original Content

The TCC Original Content Team is new; therefore we're pacing ourselves as we develop the business.

During **2018/19**, we'll focus on developing our team, relationships with partners/suppliers, resources, content production strategy and workflow; as well as our clients, social influencers, true fans, etc. to efficiently produce,

- Social media clips
- TVCs
- Mini documentaries
- Short films
- Music videos
- How to... videos
- Pilot projects (i.e. *Coffee with Cook* social media series; *Customer Service Team* music video)
- Visual effects (time-lapse, stop motion, slow motion)

In **2019/20** we'll add high quality series production to the mix (i.e. *This is Life. This is Townsville* series) that can be broadcast on streaming channels with high quality demands (i.e. airlines/Netflix.) This will also provide council with the option to license our quality content as a revenue generator for the city to distributors such as Vice (via SBS) or Netflix.

We want to produce as much quality content as possible to develop a strong core audience.

2020/21 - To be confirmed early 2019 based on what we learn from our target markets and core business.

Models used by effective original content companies

- [Netflix](#)
- [Ted Talks](#)
- [ABC](#)
- [Curiosity.com](#)

Equipment made to impress (and get the job done)

TCC ORIGINAL CONTENT - EQUIPMENT LIST FOR VIDEO PRODUCTION (2018 - 2020)									
QUALITY:	4k		Intimate				Cinematic		8k
PRODUCTS:	SOCIAL MEDIA CLIPS		NEWS	DOCUMENTARIES	TELEVISION COMMERCIALS	SHORT FILMS / MUSIC VIDEOS	VISUAL EFFECTS	STREAMING (Netflix quality)	
CAMERA/VISION	Smartphone (Apple, Samsung, LG) GoPro dSLR Canon 5D mk 3 dSLR Panasonic GH5		Panasonic DVX200		Atomos Ninja Inferno		Sony FS7m2 (or similar)		Digital Cinema Camera Drone
LENSES	Metabones T Speed Booster 0.71x (Canon EF to MFT)	Sigma Art 18-35mm 1.8	Canon 24 - 105 f4	Sigma Art 50-100mm 1.4		Cinema lenses (wide, normal, tele) (Rokinon, Sigma, Cooke)			
LIGHTING	Glanz kit (3 sized panels) Reflector kit		Dedolight Felloni		Aputure storm 120D (with dome) Westcott Flex 2				
SOUND	Rode Filmmaker Pro wireless lav Rode video mic pro		Sennheiser HD25 headphones	Sennheiser ew 100 wireless lav Sennheiser MKE600					
MOVEMENT	Zhiyun Crane v2 Syp slider with motion tracking Miller DS 10 tripod		Shoulder rig (Redrock micro)	Glidecam DG (organic stabiliser) Glide Gear dolly and track		Glidecam x-10 vest	DJI Ronin 2 (electronic stabiliser)	RENTAL	
POWER	Procell batteries		Lithium Ion batteries	Lithium Ion batteries					
POST-PRODUCTION	Dell Precision Desktop Lacie Rugged Thunderbolt (SSD preferred) Adobe Creative Cloud		Dell XPS 4k Laptop Samsung T5 SSD Avid ProTools		Apple iMac 5k (or similar) NAS RAID HDD (G-technology) PluralEyes				
ACCESSORIES	Light stands	C stands	Gaff tape	Articulated arms/brackets	XLR cables	Bags and cases	Bluetooth speaker UE Boom		
COST/VALUE	\$ One person crew 		\$\$ Two person crew 		\$\$\$ Small film crew 		\$\$\$\$ Larger film crew 		
THEMES	Weird, Wacky Townsville How to... videos		Breaking news, current affairs, weather		City Basics: Water, Waste, Infrastructure, Services Business, Economy, Jobs, Innovation		Lifestyle Premiere positioning		
EXAMPLES	Meanwhile, in Townsville... (10 second stories)		Coffee with Cook	Stadium sod turn	Location timelapse	Silver Level Homes	Disco dancing in the dump	Halloween Special	It's life. It's Townsville. Award winning recruitment advert

Using the correct equipment streamlines the production process and delivers quality content every time.