

CONTENT PRODUCER X TEST PROJECT

www.creativeconverters.com

Loom Explanation (WATCH):

<https://www.loom.com/share/3ae5b57b18cc463aaa368bb1dd83eed0>

ROLE:

Videography, Directing & Editing in a contemporary way!

LOCATION:

Melbourne, Australia!

MUST HAVES:

- Adobe Premiere
- Proficient with TikTok & Instagram
- Storytelling capabilities

OVERVIEW:

At Creative Converters we create Native ads and content for Facebook, Instagram and Tik Tok. Using everyday people they shoot content with their Iphone and we edit into compelling content.

We are looking for someone that has the ability to produce, shoot (Iphone), edit and create native ads, from start to finish, for Facebook and TikTok. This means maintaining a high quality whilst being contemporary with trends, styles and aesthetics. Such as TikTok text, sounds and understanding the current and evolving social media landscape.

DELIVERABLES:

- **1x Facebook UGC(User Generated Content) Review**
- **1x TikTok AD**
- **1x Creator Brief**
- **1x Intro to Camera**

PROJECT

1. CREATE YOUR OWN ADS!

- Interpret **The Brief** provided below and shoot the content with the creator.
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- Film with your **Iphone**
- Find a suitable **CREATOR** - Someone confident and authentic in front of the camera.
- Edit the Footage into a **Facebook & TikTok style native AD**

2. WRITE YOUR OWN BRIEF!

- Using our template below **write your own brief**
- Pick your own product
- Sell the Product and evoke emotion
- Tell a Story!
- Be authentic

3. VIDEO INTRO!

- Film a 30-60 second **Intro to Camera**
- We want to see who you are!
- What gets you excited about life? Who are you?

4. SUBMIT

- Email Dropbox, or google drive Link, resume & digital portfolio to **work@creativeconverters.com**
- Use Subject Line : **HIRE ME - CONTENT PRODUCER - NAME**

RESOURCES:

[GENERIC PRODUCT BRIEF](#) (FILM WITH THIS)

[BRIEF TEMPLATE](#) (FILL IN THE BLANKS)

[FACEBOOK AD SOP](#) (HOW TO GUIDE)

[TIK TOK AD SOP](#) (HOW TO GUIDE)

TIPS:

- Study the social media landscape (**Replicate it**)
- Use [Ad Library](#) to research other brands ads.
- Make it engaging! (**Emotion, Educational, Fun**)
- Make use of graphics and text (**Be on brand**)
- Refine your edit (**sound, colour, pacing**)