

FRESHERS REPORT VIDEO BRIEF

Deadline: 7 February 2022

WE WOULD LIKE YOU TO FILM A SERIES OF FOUR SHORT VIDEOS TO HIGHLIGHT YOUR RESPONSES TO THE FRESHERS LIFESTYLE SURVEY, BASED ON YOUR FAVOURITE BRANDS AND PURCHASES.

These videos should be no longer than 60 seconds for each question (guidelines below). They will be posted on our social media channels.



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Questions

- > What are 3 things that make you love a brand, and 3 things that turn you off a brand? (e.g affordability, luxury, morals, values)
- > What's more important to you and why? Luxury or affordability?
- > Do big brand names matter? (for example, do you go for the big names like Nike, or independent brands like Etsy)
- > Are there any items that you currently have your eye on but haven't yet purchased? If yes, please tell us what the item is, why you want it and why you haven't purchased it yet.

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Please send your videos via WeTransfer to ucaswinners@ucas.ac.uk. If you have any trouble with WeTransfer, please contact n.hemming@ucas.ac.uk or a.owen@ucas.ac.uk.

How to film

- > Film in portrait on your phone
- > Arm's length when filming your face
- > Maintain eye contact (no looking off at a script)
- > Film with the light in front of you, no light behind you
- > Film in a quiet space with no background noise
- > No swearing or derogatory language
- > No mention of alcohol or drugs

Don't forget...

To allow us to use your footage, you'll need to complete a consent form (linked in the email), and send it to ucaswinners@ucas.ac.uk with your videos once you're ready to submit.