

Your goal : create a video to influence the use of smart solutions in a sustainable way

Must-have ingredients, useful tips and evaluation

The goal: to positively influence your target audience to make appropriate use of smart solutions, such as connected services.

The key ingredients we need to find in your video

An innovative solution: a product/service name, functionality, features, performances, new and unique type.

A concrete situation of use of the solution: the place, the problem or the task to be achieved, the context and the culture of innovation (values, norms, rituals, language, location).

The target audience: the profile of the users, their needs, expectations, constraints and a preconceived behaviour towards the innovation.

The "hero" of the video: the profile, which influential position will he/she adopt to present the right use of the solution.

The key message: the objective towards the target audience: Discover, learn, inspire, engage, copy, etc.

The storyboarding of the experience: recommended guideline

Setting the scene: a catchy title and the context of the experience you have chosen (trends, issues, etc.)

The problem of the target audience: Describe the problematic experience of your audience while using your solution.

Motivations for changing behaviour: to what extent the problem will be solved.

The experience of a proper usage: the stages of use with a focus on appropriate behaviour and the positive emotions that this experience brings.

Proof of benefits: what the correct use of the service/product will bring (confidence, security, efficiency...)?

Communication and target audience engagement

Format and medium: a video no longer than 1'30, or a storyboard that lasts no longer than 1'30

A call to action integrated into the video: invitation to the target audience to engage in an action with you (evaluate, comment, propose ideas, provide expertise, share via social networks, etc.)

The benefits of engagement for the target audience: watching and commenting on the video, provides information, learning, stimulates thinking about sustainable electronics, helps recognition and visibility - and spreads appropriate collective behaviour.

2 useful tips

Pre-test your proposal: present your project to your local network and collect feedbacks: positive, negative, mixed. The comments will enable you to understand the determinants of these attitudes and to improve your communication.

Specific tips to support behavioural change: include elements in the presentation of the experience that show how users will be supported to better control the tool, not to be afraid of the consequences of their new behaviour, to help them define the right attitude/speech, etc.

Criteria for evaluating the videos

The form: presence of the key ingredients and clarity of presentation.

The level of influence your proposed usage has on your target audience and the quality of your communication: the score in terms of positive attitude obtained from the audience, correlated to the number of respondents (people who have viewed your video and commented). Of course, you can engage your networks to comment!

The individual and collective benefits of your proposed behaviour: assessed by a panel of sustainable digital experts.