
a thousand **words**

Recap

A Thousand Words is an interactive video campaign promoting a safer drinking culture amongst young women. Users are recruited through cards given out at bars and on Polaroids taken of users in town by our photographer scouts. These give a suggestion of our campaign and feature scenarios outlined on the back which women can then free text their answers in to win a free drink. The cards and texts feature links to our website and a unique code that can be used to log in. It is here the users can go through our interactive video narrative (which changes each week) and/or anonymously share their own experiences.

Through linking users real life experiences to our video narrative we allow a dialogue to be set up - users can comment on the videos meeting others and live chat online to our staff if they are troubled. Each user has their own specific profile that logs their interaction on the site. Feedback is given from each stage, which can link each member to others through the results and also to different areas of the site.

Each time they go through the narrative they are gaining credits, which can in turn be used to "purchase" sponsored products online such as makeup, vouchers etc and ultimately puts them into the draw for the major prizes such as the bartended party and free gigs.

Calendar

PLAYASAUROUS CALENDER!

	September 2010						
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	29	30	31	1	2	3	4
7	5	6	7	8	9 Casting call	10	11
8	12	13	14	15	16	17	18
	Style / Storyboard / actors / locations / costume / makeup / website & app wireframes						
9	19	20	21 (Charli not in class)	22	23 INTERIM	24	25
10	26 FILMING	27	28	29 FILMING	30 FILMING	1	2
11	3	4	5	6	7	8	9
12	10	11	12	13	14 HANDIN	15	16
	17	18	19	20	21	22	23

a thousand words

Card One

stay safe
and win



a thousand words

Free 2TEXT
59837

HE'S HOT. BUT HE
HAS A GIRLFRIEND.

WHAT WOULD YOU DO?

a. keep on dancing with him anyway
b. tell him where to go

Scratch and Win
C43D63L0

FREE TEXT YOUR ANSWER AND UNIQUE CODE TO 59837
WIN INSTANT PRIZES AND MORE!

BEFORE A NIGHT OUT TRY WWW.ATHOUSANDWORDS.CO.NZ

logo

Terms and Conditions
Offer valid from the 11th - 17th October 2010. One time use only, not valid towards previous or future a thousand words gift credits or prizes. For more information visit our website.

a thousand words

Card Two

stay safe
and win



a thousand words

Free 2TEXT
59837

YOU'RE WASTED. BUT YOUR
FRIENDS ARE DOING SHOTS.

WHAT WOULD YOU DO?

a. join in with your friends
b. stop drinking and chill out for a while

FREE TEXT YOUR ANSWER AND UNIQUE CODE TO 59837
WIN INSTANT PRIZES AND MORE!

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Scratch and Win
549GL76220

a thousand words

Card Three

stay safe
and win



a thousand words

Free 2TEXT
59837

YOU'VE BEEN DITCHED. BUT
YOU HAVE TO GET HOME.

WHAT WOULD YOU DO?

a. walk home by yourself
b. catch a taxi home

FREE TEXT YOUR ANSWER AND UNIQUE CODE TO 59837
WIN INSTANT PRIZES AND MORE!

BEFORE A NIGHT OUT TRY WWW.ATHOUSANDWORDS.CO.NZ

logo

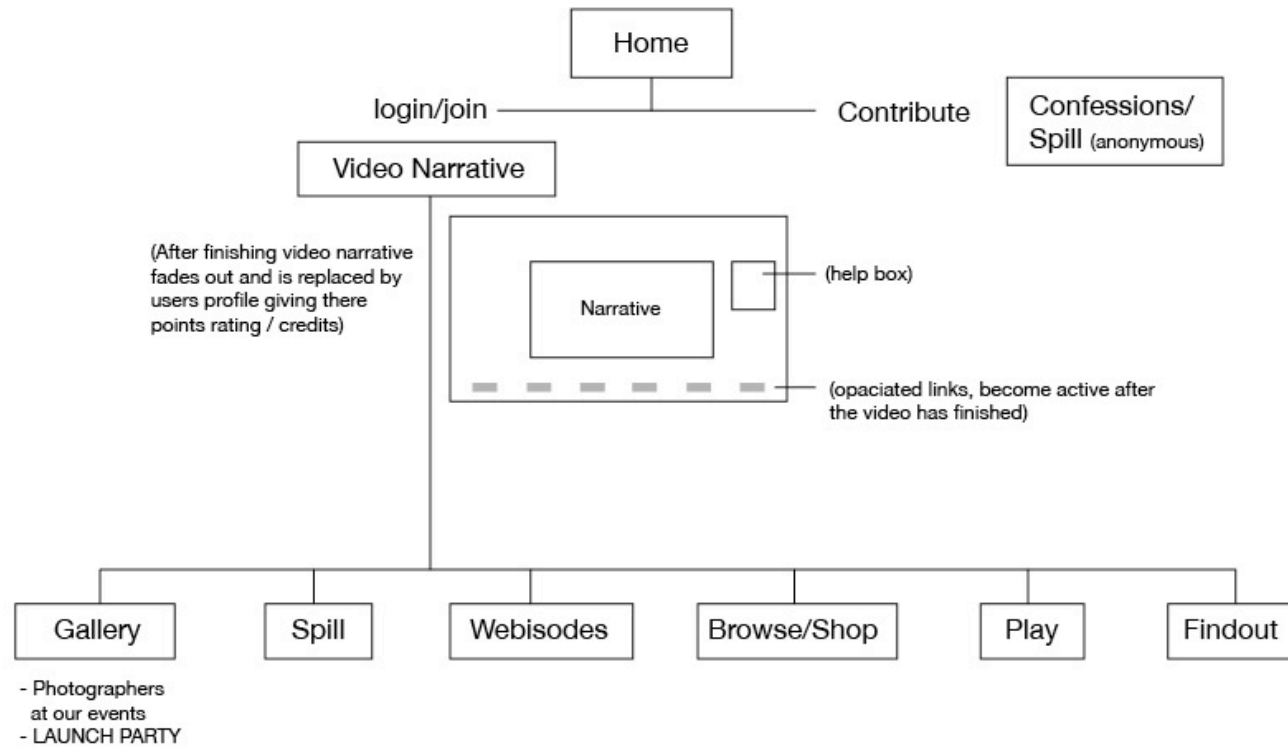
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Scratch and Win
T946LOV44

a thousand words

Site Map

WEBSITE MAP



Enter Page - 1



a thousand words

Enter Page - Login



Home Page



a thousand words

User Group One

Ella

Ella is a 22-year-old woman who has a job in HR at a local office company. On Friday nights and weekends she enjoys the occasional wine, sometimes leading to a smaller scaled night on the town with her girlfriends. Recently she attended a friend's farewell party, which is where she met Chris. Chris and Ella immediately hit it off and after a few drinks she ended up in bed with him.

Ella found the “athousandwords” website through being tagged in one of the photos on a night out with the girls. As binge drinking was very prevalent in her group of friends, Ella was curious as to what it was (and very intrigued by the slick, fashion inspired design) so she joined the site and went through the narrative. As she could relate to the scenarios Ella ended up with the pregnant result. Due to her passionate encounter with Chris Ella is now paranoid that she is pregnant.

HOW CAN WE HELP HER?

- Create a help menu alongside the narrative that links to other pages within athousandwords or perhaps other “sister” sites
- Create partnerships with websites that portray issues such as abuse, rape, pregnancy, sexual infections.
- Have advice columns
- Create a phone line? (like youth line?)
- Offer free pregnancy tests that can be mailed to an address – selecting a link on the side can access these.
- Maybe create a section that pops up after each result that offers links and alternative suggestions of ways to cope
- Once she gets this result her profile credits match her up with other girls in the same boat so they can act together as a whole
- Provide free doctor visit vouchers
- Free counseling vouchers
- Link with a government agency to access more help

User Group Two

Name: Rachel
Gender: Female
Age: 19
Occupation: Student

Rachel is a socially awkward female high school student that doesn't see the fuss about binge drinking and is not easily persuaded by common trends and social norms. However she is quite interested to discover what the hype is about to make up her own decision on the issue.

Rachel discovered a link to the interactive site, whilst searching for information on the New Zealand drinking culture.

Throughout Rachel's interactive video experiences, she generally makes sensible decisions choosing to not drink as much and stay at the party as opposed to going to town. This leads her video experience on a good note, with her final outcome resulting in her talking to the "Hot Guy" at the end of night. This could leave her with an empowering feeling and possibly give her a bit more confidence when socializing with her peers at school.

The outcome of the story may seem a bit cheesy for Rachel as she is quite cynical of the psychological motives of the people in the narratives, but the interactive video has provided her with an in depth insight of the New Zealand binge culture issue, that is and can not be taught by an educational institute. The "findout" section of the website will also provide Rachel with the necessary statistics and facts she was initially searching for to compare with her video experience.

User Group Three

Name: Tasha

Age: 18 years old

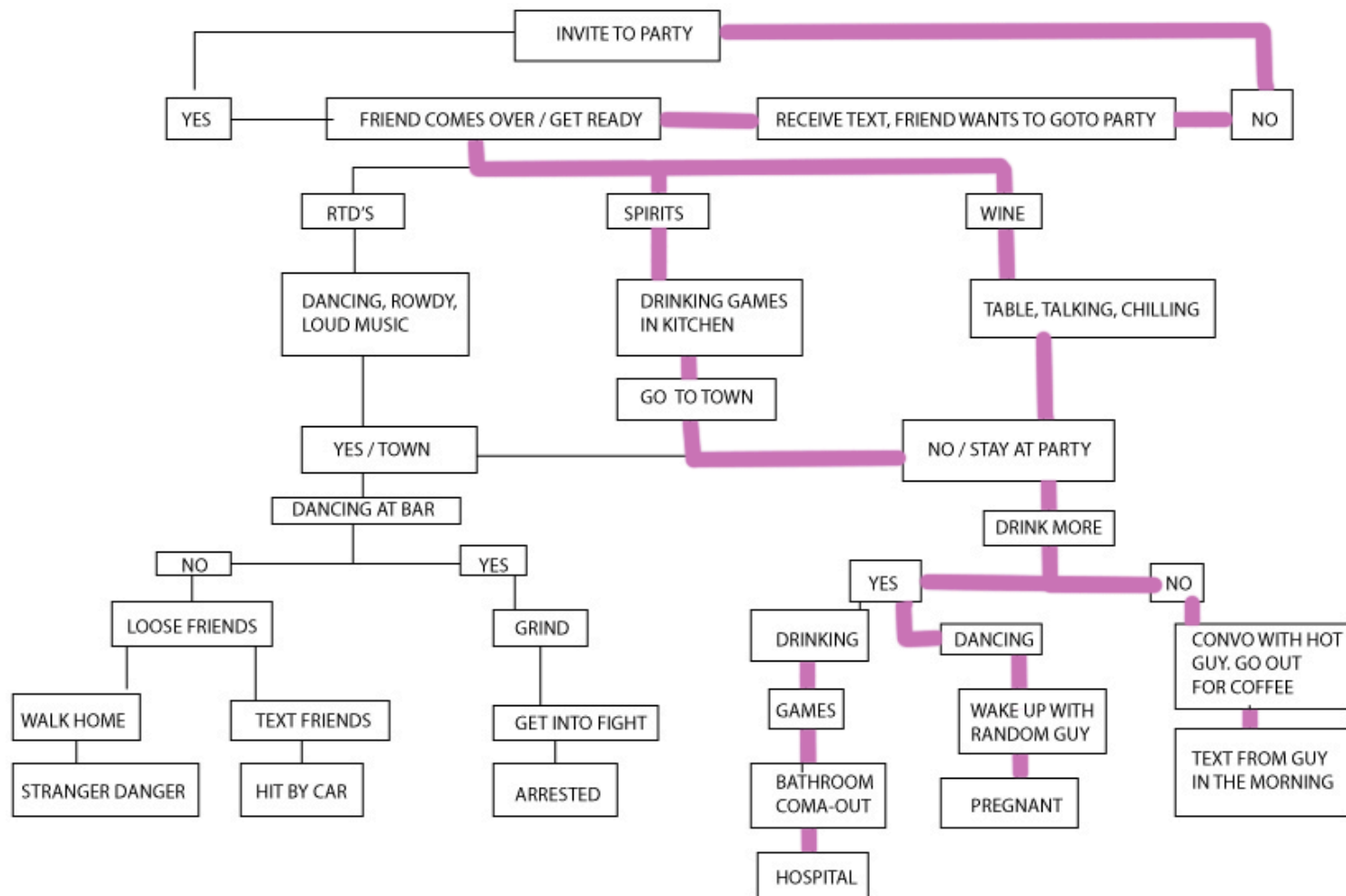
Occupation: Design student

Tash goes out to Courtenay place on a Saturday night and gets smashed. She gets handed a card in town and is lured in by the possibility of free stuff. She goes home that night and flicks through the video not really caring just trying to win something. Once going through the video narrative with her random selection of answers she gets enough credits for a free lip gloss voucher (instant gratification). Seeing she can win more stuff on the website she sets her aim on the free bar tender party which is drawn each month. She returns to the site twice a week for the next three weeks gaining credits but not caring about the content.

How we can improve the users experience:

- Encourage her to go to the spill section
- For repeat visitors who do not show much actual interaction with the community we can put relevant 'real life story' comments from other users on her news feed and shock health statistics.
- Make the content of the narrative more shocking – shock tactics.

Narrative Structure

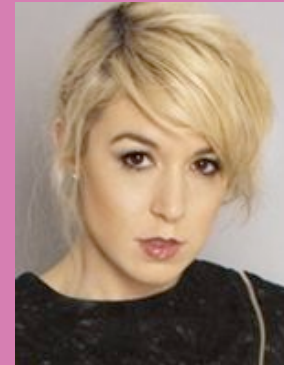


Visual Style Thoughts



If we created a visual style that allowed the users to feel like they were entering a world unlike their own, yet the situations within mirrored their environment then it would be increasingly more effective than say, depicting the "real world." Here are some examples of styles and treatments I feel would work within this target audience (as they also highly appeal to me, being a 21 year old female)

Actors for the shoot 29th and 30th September



TO DO

- Script
- Storyboards
- Locations Arranged
- Costumes planned with actors
- Props gathered/designed
- SHOOT
- Edit
- Website Development
- User Testing
- Meeting with Sarah Helm - Youth Advisor at Advisory Council of NZ
- Get cards printed
- Anything else we think of along the lines and not so late!