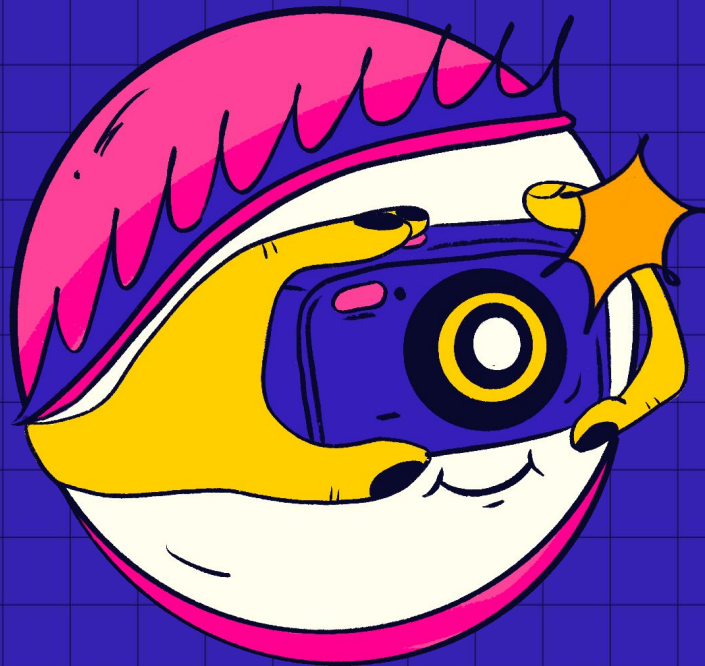


GOOD EXAMPLES OF IMPACT FILMS



LONG-FORM VIDEOS



FILM PLAN

The People

General public/donor

The Message

**In Germany, tampons
have higher taxes than
other items.**

The Desired Response

**I want people to be
compelled to learn
more about the tampon
tax and push for
change.**

The Big Issue

Introduce Yourself

Big Idea

Campaign Implementation

Campaign Outcome

Way Forward



FILM PLAN

The People

General public/donor

The Message

The Palau Project works and it is being recognised globally

The Desired Response

It's cool! I want people to be part of the project. I want them to want to get a stamp!

Testimonial

Big Idea - teaser

The Big Issue

Big Idea

Campaign Implementation

Campaign Outcome

Way forward



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FILM PLAN

The People

Creative industry/donor

The Message

One clever idea to spread a message

The Desired Response

WOAH That's a clever idea. I want people to see how a simple but creative idea can spread a message.

The Big Issue

Introduce Yourself

Context

Big Idea

Campaign Implementation

Campaign Outcome

Call to action/Way Forward



FILM PLAN

The People

General public

The Message

Together is better.

The Desired Response

**I want people to feel
warm inside.**

IMPACT FILM PLAN
IMPACT FILM PLAN
IMPACT FILM PLAN

The Big Issue

Big Idea

Campaign Implementation

Campaign Outcome

Way forward



FILM PLAN

The People

Anyone who has loved

The Message

Love is love

The Desired Response

I want people to feel the warmth of love. Any type of love.

Context

Campaign Implementation

+ Campaign Outcome

+ Big Idea (repeat)

IMPACT FILM PLAN



Teacher led The Bahamas plastic ban

BBC NEWS | WORLD SERVICE

FILM PLAN

The People

People who watch the BBC

The Message

Young people can make change!

The Desired Response

I want to inspire young people that they can do it to!

Introduce Yourself

Big Issue

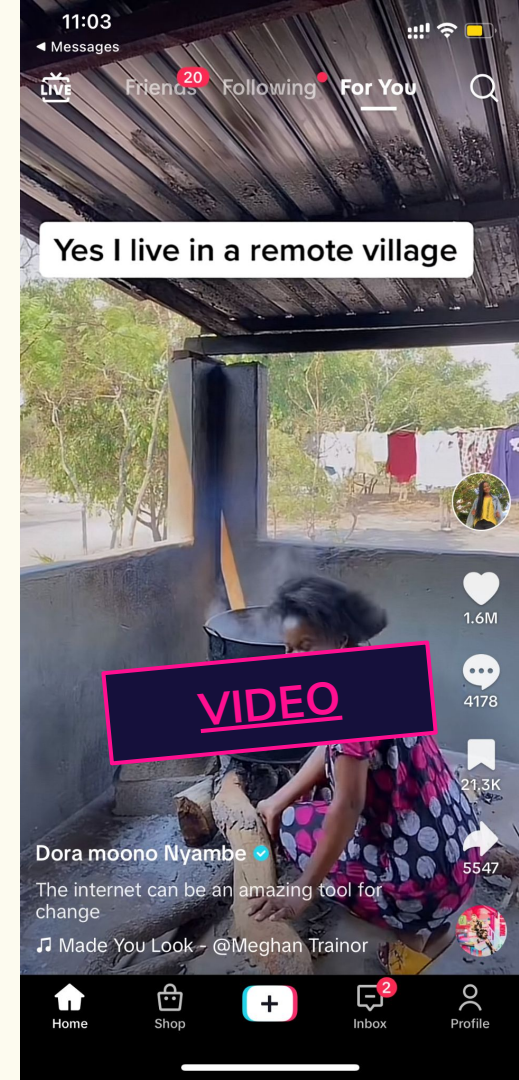
Big Idea

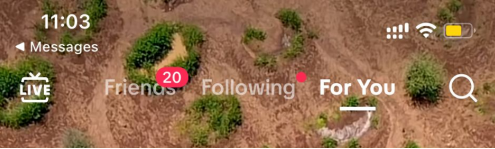
Campaign Implementation

Personal Story

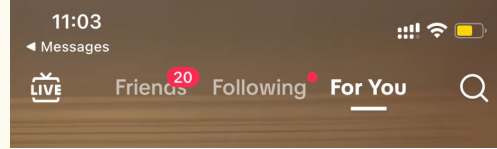
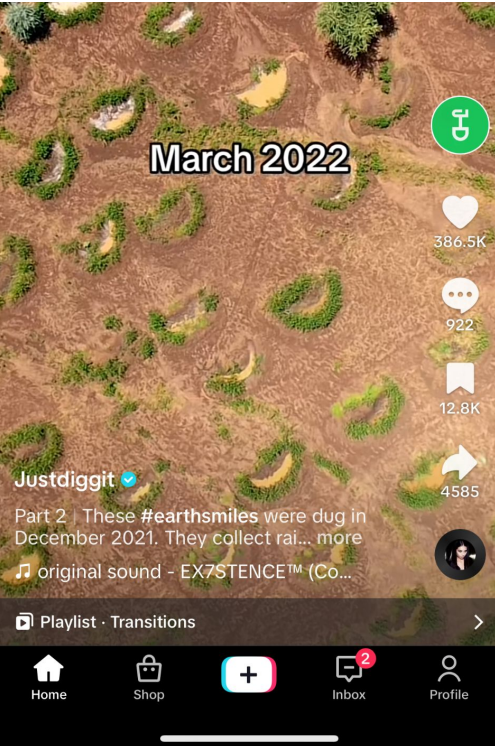
Campaign Outcome

SHORT-FORM VIDEOS

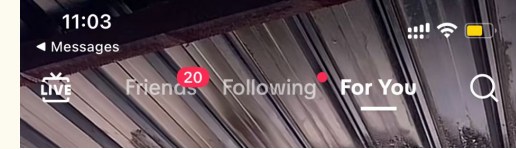




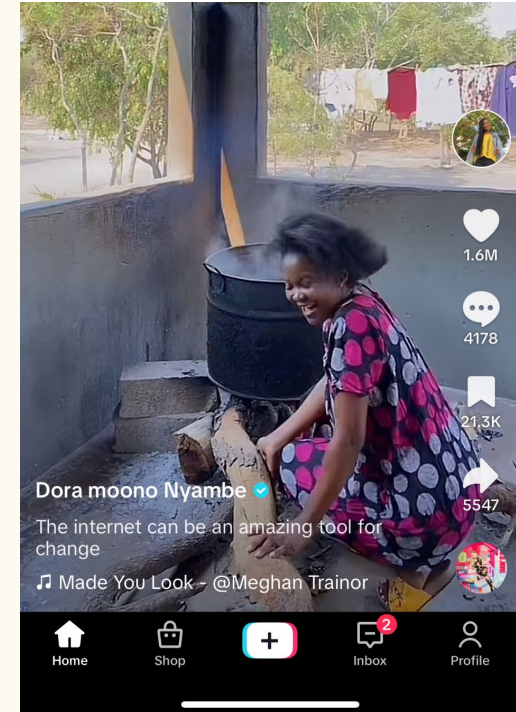
Campaign Implementation
Camapign Outcome

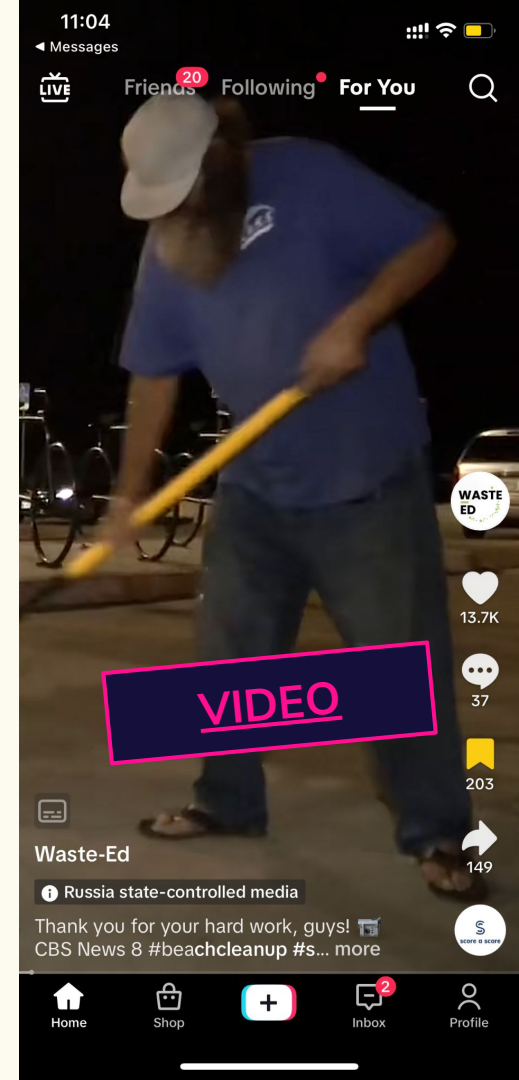
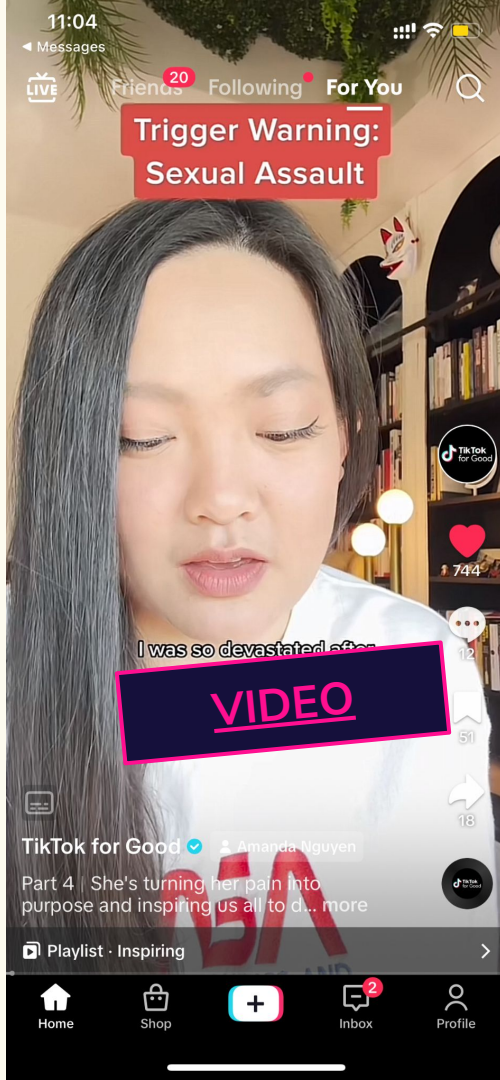


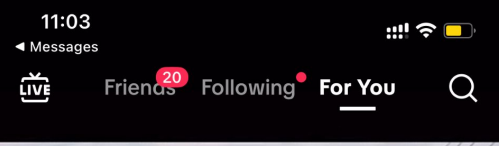
Introduce Yourself
Campaign Implementation
Campaign Outcome
Personal feelings
Way forward



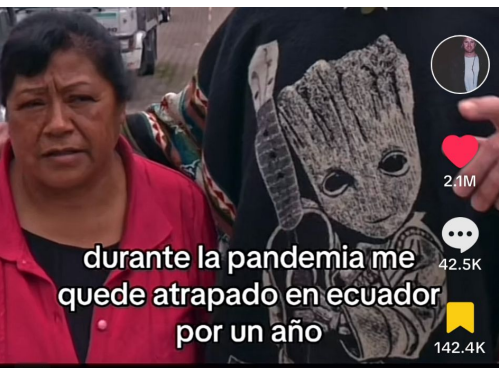
Introduce Yourself
Campaign Implementation
Campaign Outcome



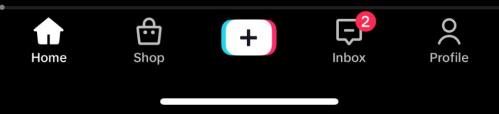




Introduce Yourself
 The Big Issue - overview
 Campaign Implementation
 The Big Issue - Personal Story
 Context - Personal connection
 Campaign Outcome

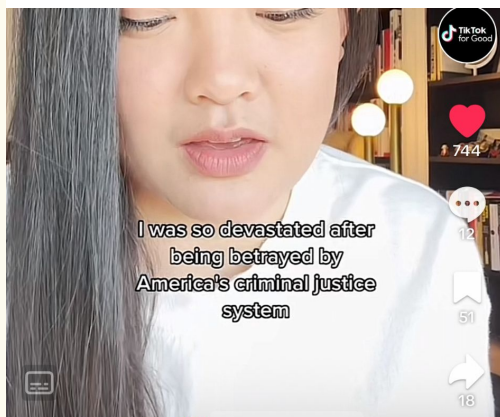


MURPHSLIFE
 This is where my story begins. This where it all started.. YOU have n... more
 See translation

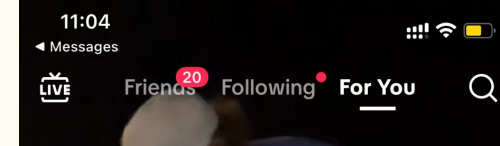
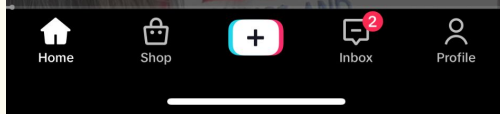


Trigger Warning:

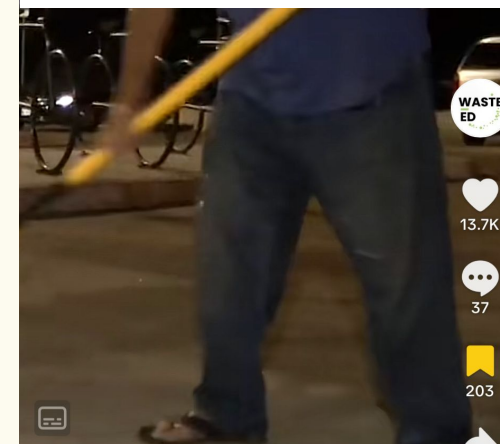
The Big Issue - Personal Story
 The Big Idea
 Campaign Outcome



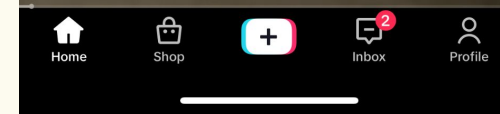
TikTok for Good
 Amanda Nguyen
 Part 4. She's turning her pain into purpose and inspiring us all to d... more
 Playlist · Inspiring



Campaign Implementation
 Introduce Yourself
 Inspiration
 Campaign Outcome



Waste-Ed
 Russia state-controlled media
 Thank you for your hard work, guys! CBS News 8 #beachcleanup #s... more





11:04

Messages



Friends 20

Following

For You



you're gorgeous!!

VIDEO



4.5M



24.7K



140.3K



77.3K



La La Land Kind Cafe

THEIR ENERGY AT THE END IS WHAT THE WORLD NEEDS 🥺❤️ / driv... more



Home



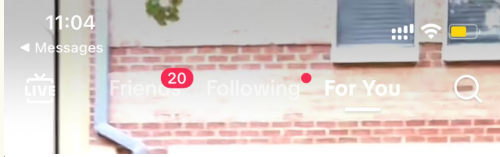
Shop



Inbox



Profile



The Big Issue - suggested
Campaign Implementation
Campaign outcome



4.5M

24.7K

140.3K

77.3K



La La Land Kind Cafe

THEIR ENERGY AT THE END IS WHAT THE WORLD NEEDS 🥰❤️ / driv... more



