

**Thin Line Festival Video Project Overview**

The video will have an inspirational tone with an impactful message “I am DCTA” featured throughout. It will highlight real passengers telling their own personal stories about riding DCTA. Their testimonials will be used to inspire others to ride DCTA. Sound bites from these individuals will be playing with a cinematic look that’s similar to a docu-style series mixed with customer testimonial video style. Since the video will be played at the 2018 Thin Line Festival, it will have a similar niche and feel of the festival while still adhering to DCTA brand standards.

**Video Duration**

* 30 seconds maximum

**Key Messages to Achieve in Video**

* Highlight the rider stories told by the people who use our system to encourage others to relate to the audience and inspire them to ride DCTA.
* Remind the audience that DCTA cares about them and their community.

**Video Target Audience**

* Current and potential riders
* Thin Line festival goers

**Look and Tone of Video**

* Cinematic and docu-style mixed in with customer testimonials.
* Informational and inspiring
* Filter setting throughout video as appropriate
* Different tone than current DCTA video content, but will still include similar brand elements to stay consistent with overall video content strategy

**Video Examples**

* Customer Testimonial Video: <https://www.youtube.com/watch?v=KNG-OqNe5PU>
  + The fact that this is a testimonial so you can see how one looks.
* Epipheo Customer Testimonial: Visiquate: <https://www.youtube.com/watch?v=sdupfv5WLNs>
  + The music along with the different angles of the interviewees being captured to show all sides of them is the essence of what the Thin Line video will be.
* "My Heroes" - A Halloween PSA: <https://www.youtube.com/watch?v=_NjFBzeeeoE>
  + The music and personable approach/interaction between the characters in this video should be translated in the Thin Line video.