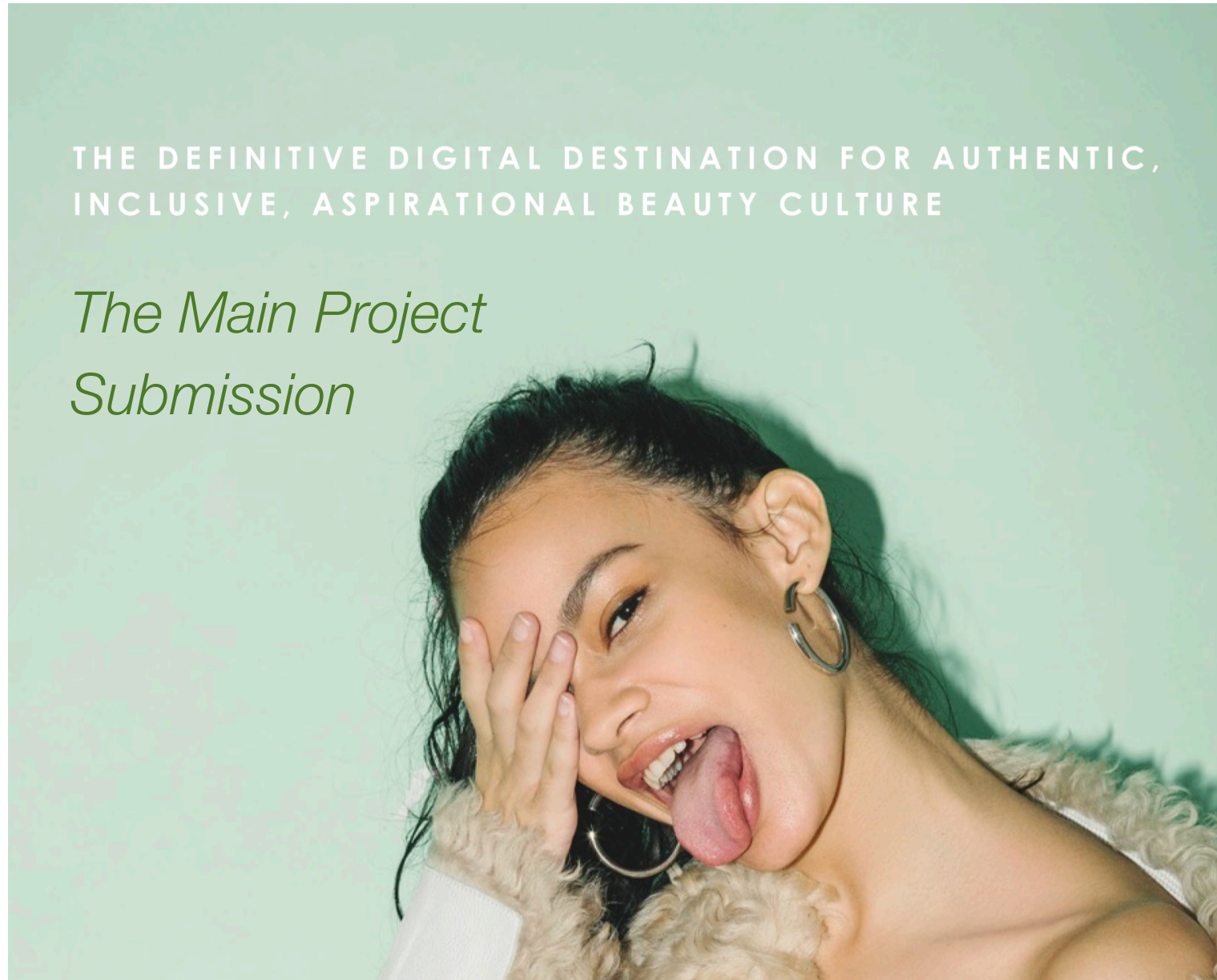


PART A

THE DEFINITIVE DIGITAL DESTINATION FOR AUTHENTIC,
INCLUSIVE, ASPIRATIONAL BEAUTY CULTURE

*The Main Project
Submission*



(Cnda.condenast.co.uk, 2019)

THE DEFINITIVE DIGITAL DESTINATION FOR AUTHENTIC,
INCLUSIVE, ASPIRATIONAL BEAUTY CULTURE

PART A

*The Main Project
Submission*



My final video for this project has scope to sit alongside more videos under the new series name 'GLAMOUR RealTalk'. The video takes on an interview style which generates real and interesting thoughts and opinions on real subject matters. Unlike Glamour UK's previous videos, this series will voice opinions from real people rather than than celebrity focused interviews. This video series will celebrate Glamours true nature of inclusivity, diversity and authenticity.

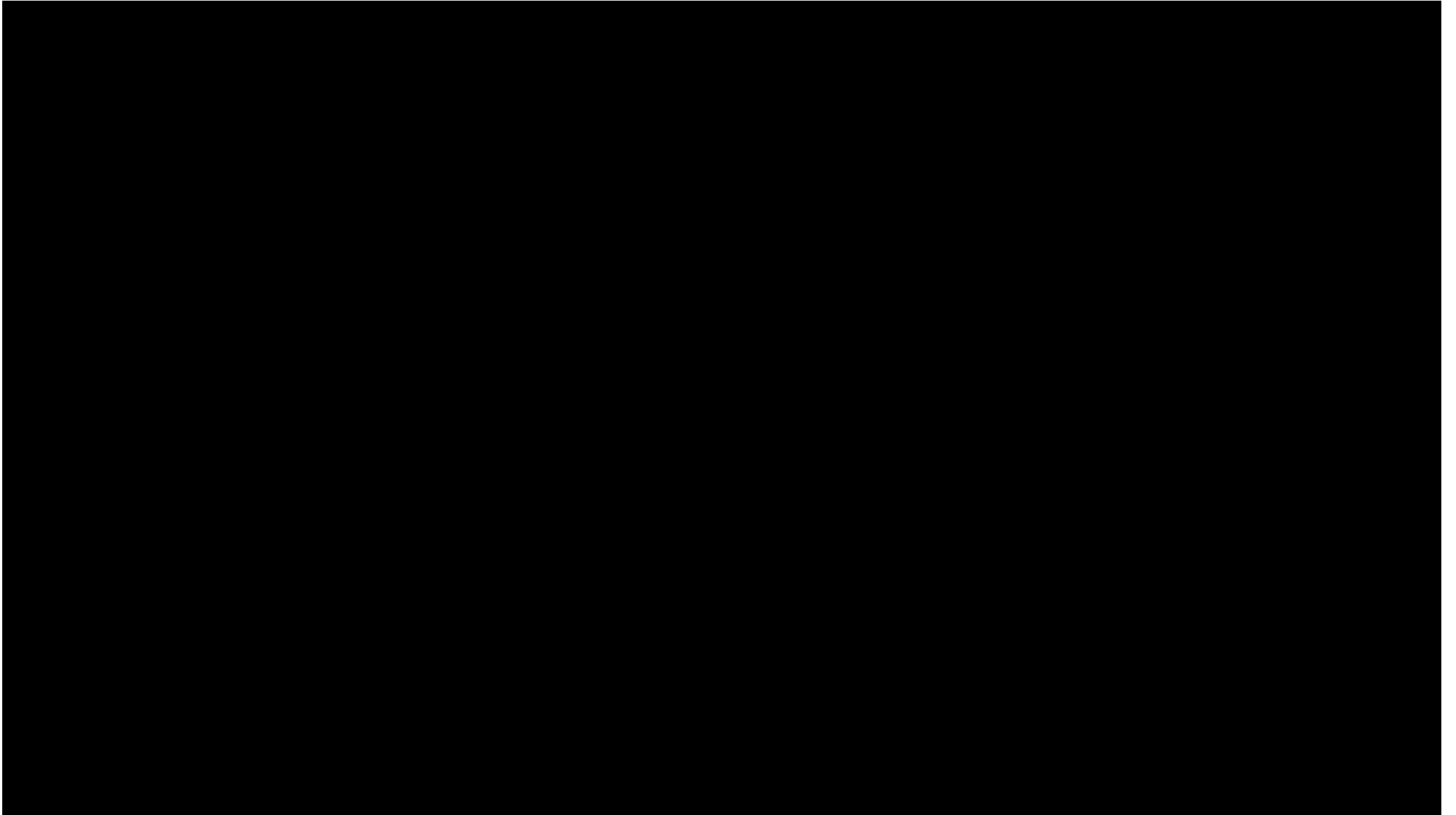


(Glamourmagazine.co.uk,2019)

THE FINAL VIDEO

GLAMOUR[®]

The Video





THUMBNAILS
**SOCIAL
MEDIA
CONTENT**

These images will be used as a promotional tool to advertise and visually label the video. These stills will be used across all social media platforms.



GIFFS SOCIAL MEDIA CONTENT

Giffs are popular media tools distributed across all social media platforms. They usually consist of a short snippets of a larger file of media. In this case these Giffs are acting almost as a taster of the main video. They work well as promotional tools by enticing an audience into wanting to find out more. They also have comical value and in this case an audience may want to know why the girls are pulling 'shocked' and 'disgusted' faces. Giffs are predominantly used on instagram, snapchat and Twitter as well as through messaging platforms such as WhatsApp and iMessage.

#RealTalk

#QuestionX

#TheNakedTruth

#Raw&Real

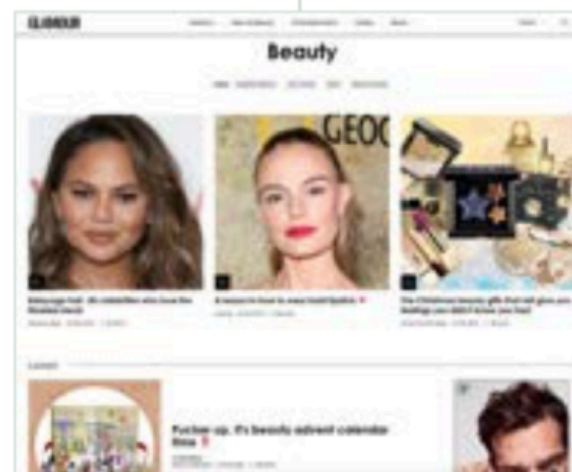
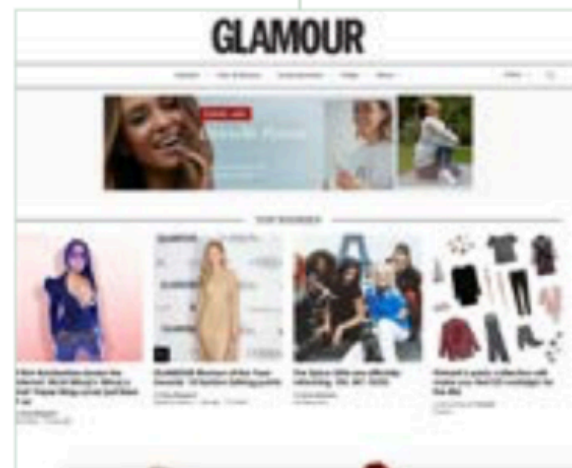
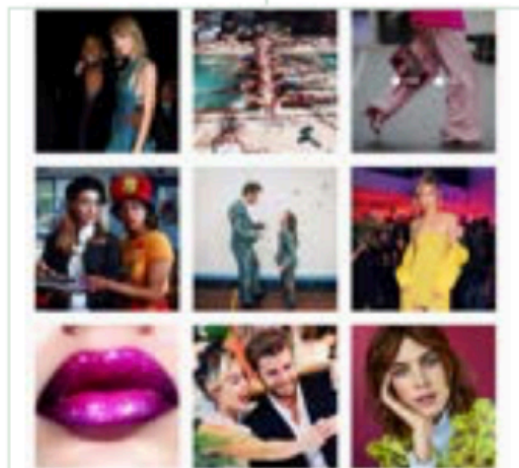
#WhatISay

Hashtags are used across social media to identify a message on a specific subject matter. Therefore I wanted to use a hashtag which did this for my video series. Because the video series has a USP of using 'real' people talking about 'real' subject matters I decided to go with the hashtag which conveyed this this most; #RealTalk.



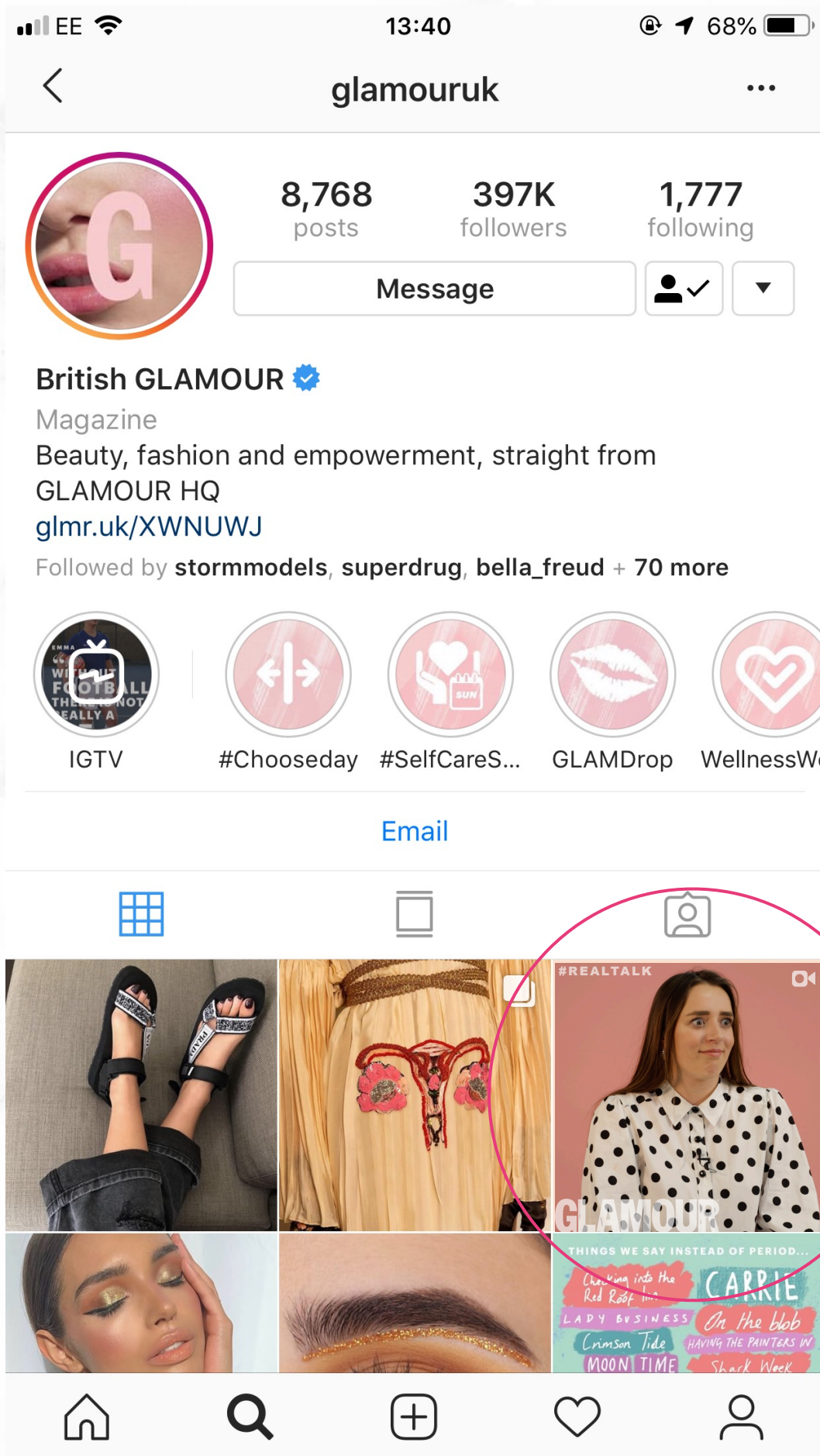
5M
Glamour
social

2.5M
Glamour
website



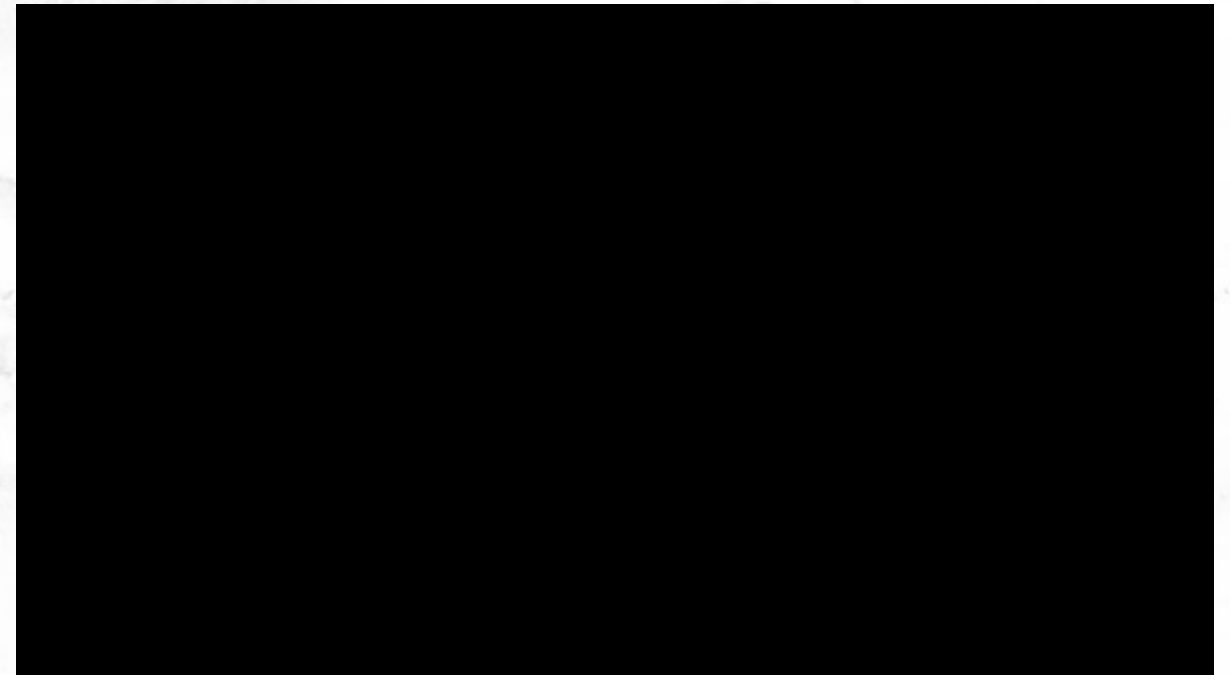
How my video
will sit Alongside

GLAMOUR's
Current Social Media



Instagram

The way the video is promoted via instagram will not share the full content. It will show a snippet of the full video due to a 1 minute restriction on this social media site. See below for the video available for instagram.





Glamour Magazine UK

SUBSCRIBE 71,745



"Smart Girls Are Horny!"
Booksmart's Olivia Wilde,
Kaitlyn Dever & Beanie F...
811 views · 2 days ago



GLAMOUR X NIKE: What
It Feels Like To Be A
Female Footballer
374 views · 4 days ago



GLAMOUR REALTALK:
Glamour girls giving their
most honest opinion on
Body Hair...
5.9K views 3 days ago



GLAMOUR UNFILTERED:
Elle Fanning on "being
teased" at school for the...
1.6K views · 5 days ago



Reserved Spring/Summer
Haul With Aj Odudu |
GLAMOUR UK
8.9K views · 1 week ago



Home



Trending



Subscriptions



Inbox

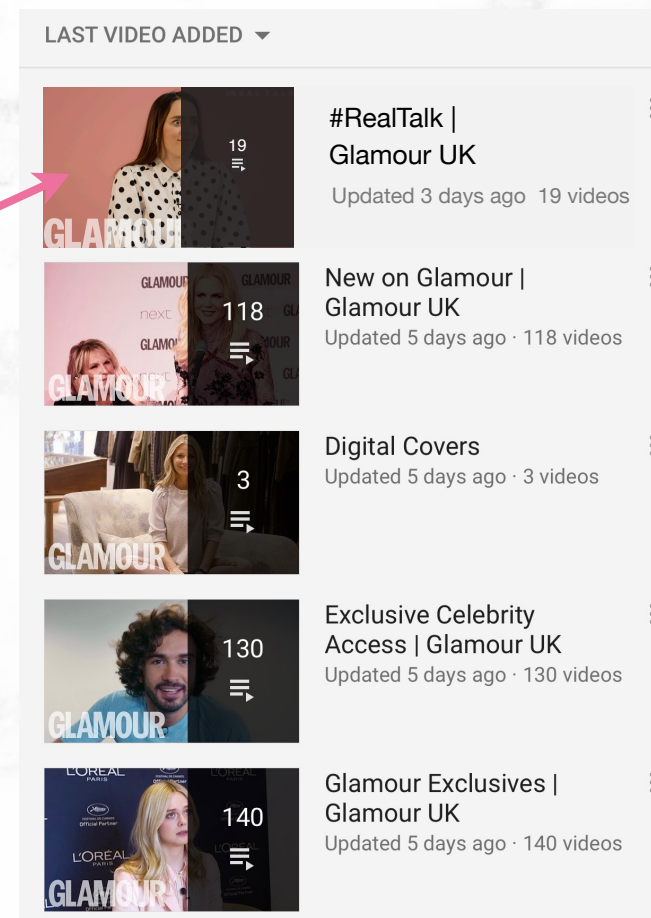


Library

You Tube

YouTube will be the main social media site where the whole video will be available for viewing. Given the nature of this social media site, being primarily for video content and how most people will search for glammers video content, the video will be published here first.

YouTube will also be the only social media site to publish the whole series of #RealTalk. All videos will be available here.



Home



Trending



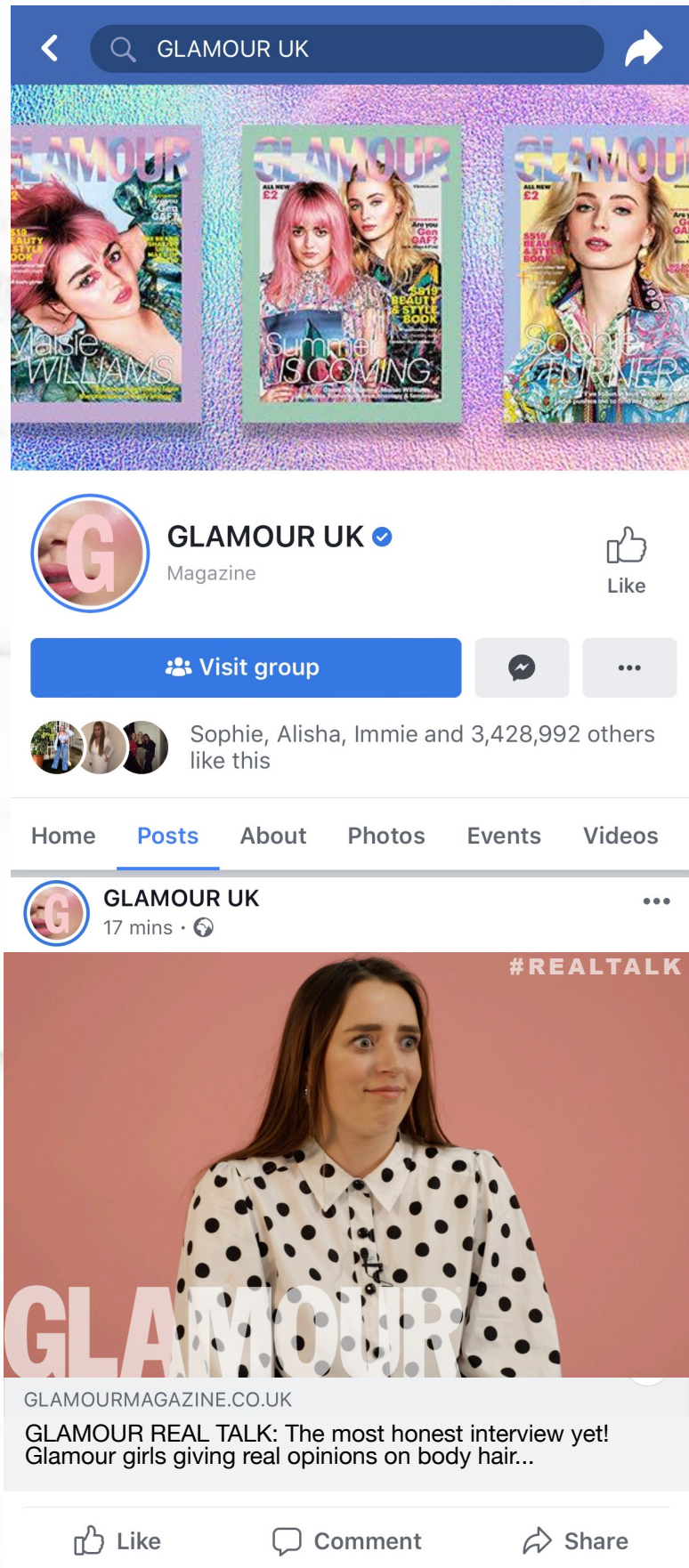
Subscriptions



Inbox




Library




facebook

Given Glamour has the largest following via facebook it will be important to share the video on this platform. The video accessible via Facebook will link back to Glamours main website where the full video can be viewed. This social media site works as a portal to additional social media sites where Glamour shares its content.

GLAMOUR 

GLAMOUR **VIDEO**


Latest



▶ GLAMOUR ORIGINALS

Rebel Wilson on Stealing boys' phones & how to 'Hustle' a cheater

09 MAY 2019



#REALTALK

▶ GLAMOUR ORIGINALS


#RealTalk on Body Hair; real opinions from the most real voices.

11 MAY 2019


GLAMOUR[®]

WEBSITE

The final video will also be accessible via the Glamour website. It will have its own page were a synopsis of the video will be available; stating what the video is about, who took part in the video and who filmed it. This will also act as the destination to the hyperlink linked to the video on facebook and instagram.

GLAMOUR 






GLAMOUR **VIDEO**




#REALTALK

GLAMOUR

#REALTALK: Real Girls talking about Real subject matters. Concerns, opinions and personal preferences on Body Hair

 YouTube 71K

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<https://www.youtube.com/user/glamour> [Accessed 2 Jun. 2019].