

Lets get specific....

What do you want to achieve by the video?

Educate the public on why it pays to use a qualified fridgy

What platforms did you want video viewed? (eg. Facebook, website etc)

- Social media, websites and possibly television

Who is your target market?

- Australian consumers over the age of 18
- Existing users of refrigeration and air conditioning is everyone
- Domestic/Commercial RAC customers so a/c, restaurants, cafes, offices
- Pensioners, low income

What Locations did you see the video being shot at?

- Residential using this picture of faulty aircon resulting in fire in a main bedroom





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- Rochestor Victoria pub explosion picture shows commercial



- The above 2 can cover the consumer info of it being one trade, residential with a/c and commercial with pub. This pub can have effect of being on fire

Who will be presenting? (If any)

Someone with a clear strong voice for voiceover

Does the video require a voice over?

- YES. Required for still shots of café, ac residential etc

Does the video require actors?

- Possibly, if we need more than voiceover

Is there a video, YouTube clip that is similar to the video you wish to make?

- Not that we are aware of but found this on electrical, we can do much better <https://www.youtube.com/watch?v=HGyTgX6a2OM>
- Air conditioning fires increasing according to google searches and here is a link also to our youtube channel https://www.youtube.com/channel/UCZSeb4s_dG6m6YrgYmo0VDQ/playlists

How do you want your audience to feel throughout the video? (e.g. motivated, happy, chilled, thrilled etc.)

- Concerned and motivated to follow up when needing a fridgy, call a trade qualified fridgy and ask to see their credentials

Is there any additional footage you would like covered in the video? (eg. cutaways of related footage, stills, locations etc.)

- Can do air conditioning fire still shot, an image of appalling ac work, shots of good quality work, maybe do's and don't's what consumer should not accept and what they should expect with quality work which comes from using trade qualified.
- Behind amasing food is refrigeration, behind human comfort is air conditioning
- Refrigerated hot water systems, could show consumers to look out for the flashing light (often hidden) that alerts to operating on electricity will chase more info, but great example of saving money as electricians and plumbers have no idea.

What is your call to action?

- Always use a trade qualified Refrigeration and air conditioning tradesperson and ask to see their credentials (My intent here is also for encouraging fridgys to signup to our arma smartcard a virtual card that holds all your credentials) We can't say this specifically as it is not only paid members donating to the cost of the advertising.
- Asking to see their credentials may need to be left as is so it is open to using the much hated arctick licence or the arma smartcard
- Protect family

Shock and awe, don't be a bloody idiot always use trade qualified persons.