



*We help you to reach, educate and inspire
your audience – big or small –*

on all platforms and networks.

(Even if you are not tech savvy!)

– Guaranteed results –

– Guaranteed fixed costs –



Case Study:

People's Stories



People's Stories

– Case Study

The Problem...

How to capitalise on audience momentum generated by a successful feature film release?

The Answer...

An online connected community telling their own stories using text, video and pictures.

People's Stories

www.peoples-stories.com

In 2008 the Hurricane Films production 'Of Time and the City' took film critics and global film markets by storm. The film was a return to form for the renowned director Terence Davies in which he reminisced about his life in post-war Liverpool against a backdrop of archive footage and stirring music. The film found a global audience and when the theatrical run and DVD release film had played out Bellyfeel helped Hurricane to engage and build this audience further by extending the experience.

When the film was released Bellyfeel produced the Electronic Press Kit (EPK) and created the promotional website for the film. The website included a community aspect which encouraged people's own reminiscences of Liverpool (within the timeframe of Terence Davies's film) in the form of text, pictures and audio. The activity on this part of the website by an audience who were much older than regular internet users was exceptionally high.

Consultation

When in 2009 the film had completed its run in cinemas and the DVD had been released, Bellyfeel were commissioned by Hurricane Films to write a feasibility study to find out what the audience of the film and users of the website wanted next.

Research was carried out using focus groups and questionnaires to collect real user feedback. Their interests, media habits and other web destinations were explored, along with issues of usability and the culture of personal storytelling.



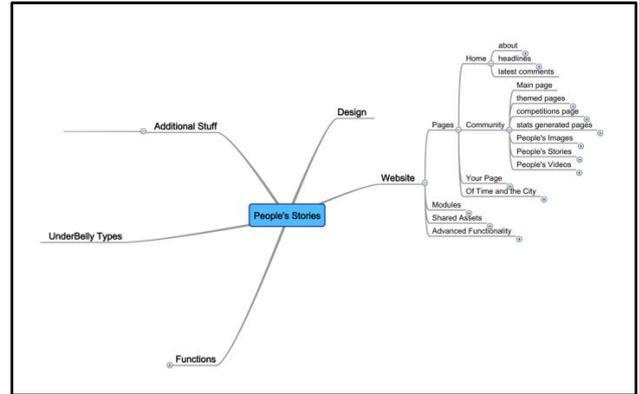
Background

Bellyfeel worked with Hurricane Films on 'Of Time and the City' following an initial conversation in 2007 which turned into an offer of help from Bellyfeel with the pitch for 'Of Time and the City'. Bellyfeel turned Hurricane's pitch for the film into an interactive website which was used in successfully raising the finance to create the film.

The resulting study outlined a plan for a new stage in the life of the film – the creation of an online community targeted at 40 to 75 year olds. This study and plan was used by Hurricane to apply for funding from the Heritage and Lottery fund.

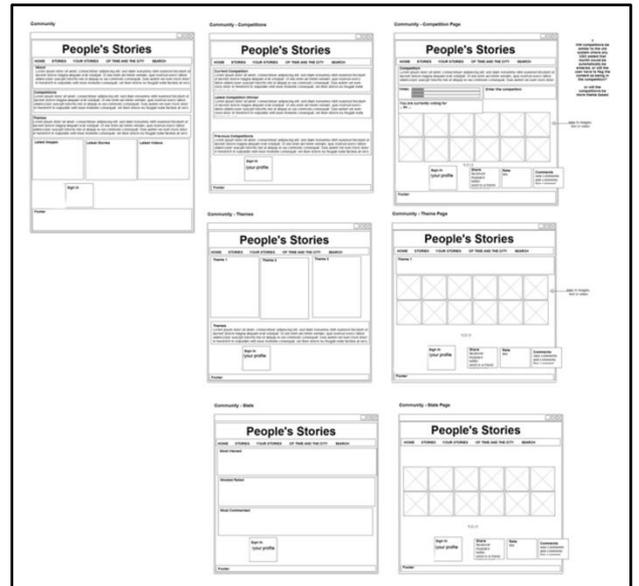
Project Management

The application for funding was successful and plans were made to build the online systems and website that would form People's Stories.



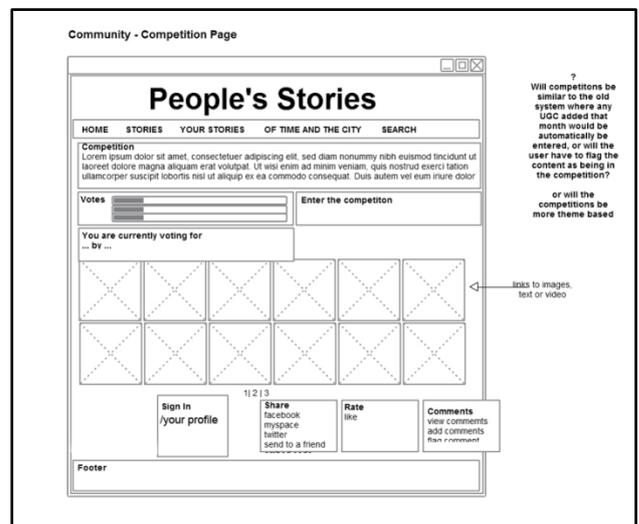
Planning Stages:

- Define User Journeys
- Define functions
- Technical Scoping



Build Stages:

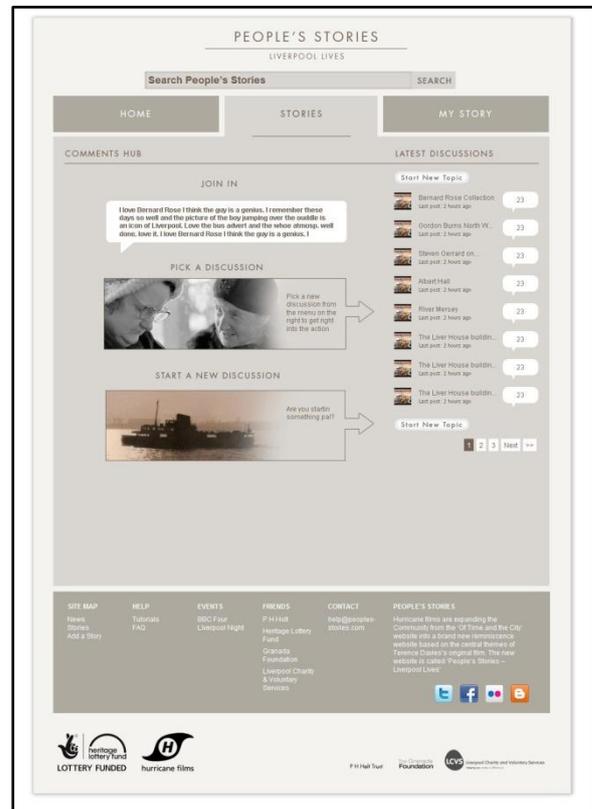
- Design
- Build
- Test
- Launch



Results

The resulting 'People's Stories: Liverpool Lives' website was launched by Hurricane Films in October 2010 and has been a great success; on the busiest days it has traffic in excess of 15,000 unique visitors and 90,000 page views.

The website continues to be busy with people uploading their stories every day. Most importantly the audience that started with the film has grown substantially along the journey and continue to use the site to tell and experience real community storytelling.





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