

FOOD DOCUMENTARY



AgriXPlainer

Description of the activity

- The Food Documentary is a video of medium long duration describing the peculiarity and the history of your company
- The Food Documentary includes the following activities: creation of a script, recording the products, recording the food production and processing activities, interview the workers and the customers.
- The final version of the Documentary should be edited and promoted.

Easy operations to be replicated

- Organize an internal meeting between your key workers and perform a brainstorming session about the story of the company, determine the key sequence of the possible topics to be included and the storyline. Ensure that all parts agree on the structure of the story to be promoted at the internal level. Identify the key values of your company and promote them in the documentary
- Identify the “characters” of the story. Ensure that each part of the documentary provide a clear added value to the final story to be promoted. Define an interview strategy for each one of them. Train your characters with effective communication.

Expected outcomes

| Purpose | Added value | Target Audience |
|---|---|---|
| Increase the knowledge and the familiarity of your company through the storytelling | The Documentary is a replicable video that can show the “backstage” of your company also to distant customers, convey the values of your company at distance. | The target audience are your general consumers, since they will be the first target seeing the documentary. Anyhow, it's strongly suggested to involve NGOs for the promotion of the territory, local and regional decision makers. |

Type of experts to be involved

- Videomakers
- Photographers
- Main characters, food technicians, agrarians, etc.

Requirements

| Geographical requirements | Type of products | Legal requirements |
|--|--|--|
| The geographical requirements involve strictly the local level. Anyhow, consider also a reference to broader territories (province, region) in order to promote in general your territory. | The documentary should make reference to the majority of your products and especially the first product of your company, in order to follow a chronological approach | The adoption of content created by third parties like photos and music should be copyright free and usable for the purpose of documentaries. Websites like Pixabay.com offer a wide range of content usable even for commercial use. |

Tips & tricks/successful case study

1. The documentary differs from other forms of videos also in terms of length. Considering that users today usually reach brief content, fragment your documentary in some highlights no longer of 1 minute in order to promote them in little chunks also in social media. A good combination could be to introduce a “Highlights Stories” on Instagram including a link to the general documentary on Youtube.

2. Involve the territory in the production of the documentary. A patronage with local, provincial and regional authorities can reinforce the spread of the documentary at the local level
3. Create events based on the projection of the documentary in your territory.
4. [See here an example of effective Documentary on food production regarding pasta and olive oil from Southern Italy](#)

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