

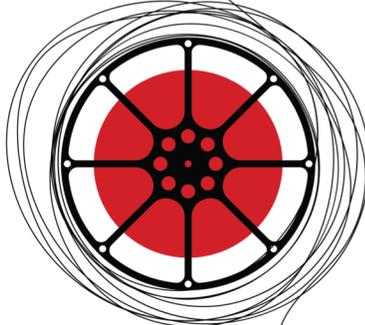
2020 GROUP ON
INSTITUTIONAL ADVANCEMENT

FILM

FESTIVAL

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09 . 16 . 2020



SOCIAL MEDIA

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ICAHN SCHOOL OF MEDICINE AT MOUNT SINAI

<https://www.instagram.com/stories/highlights/17886926353326904/>
<https://www.instagram.com/tv/BxIPAEGBweu/>

PAY ATTENTION TO:

- Tailored to Instagram
- Obvious understanding of format & medium
- Targeted at specific demographic, but accessible to all audiences
- Highlights spark interest and hook you for longer stories

UNIVERSITY OF TOLEDO

<https://www.youtube.com/watch?v=eXvbfYLMorQ>

PAY ATTENTION TO:

- Use of media and elements culled from social posts
- Effective use of commercially available video template and royalty-free music

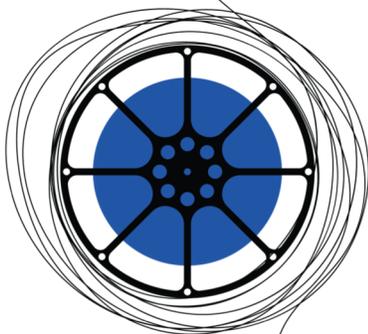
OHIO STATE

<https://twitter.com/OhioStateMed/status/1217991088603926529>

PAY ATTENTION TO:

- Powerful focus on representation & diversity
- Well-suited for Twitter

STORY TELLING



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PONCE HEALTH SCIENCES UNIVERSITY

<https://www.youtube.com/watch?v=QjfbJ9D3j8M>

PAY ATTENTION TO:

- Use of English captioning for secondary audience
- *Note: You should be captioning ALL your videos posted online for accessibility purposes*

MEDICAL COLLEGE OF WISCONSIN

<https://knowledge.mcw.edu/nafessa>

PAY ATTENTION TO:

- Impact of a powerful story
- Presentation of story to build emotion
- Deft integration of program information

RUSH UNIVERSITY MEDICAL CENTER

<https://youtu.be/ztbztBdnWLo>

PAY ATTENTION TO:

- **Story. Story. Story.** (*with an interesting angle*)

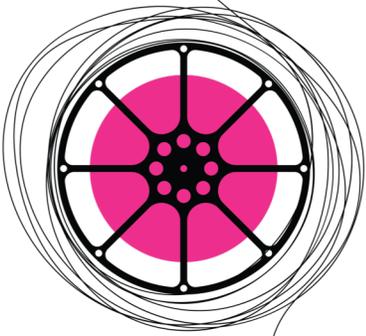
SILVER AWARD FOR EXCELLENCE

NEW YORK PRESBYTERIAN

<https://www.youtube.com/watch?v=fDWOvIDjplY&list=PLCncJ4YESQqFXXjhcdmxPFQBeS5Fhrvdq&index=45&t=0s>

PAY ATTENTION TO:

- **Personality of video subject (Joan)**
- **Learn about the program & Joan**
- **Well-used b-roll to illustrate story and convey who Joan is**



GRAPHICS

+ TECHNICAL ASPECTS
+ SPECIAL EFFECTS

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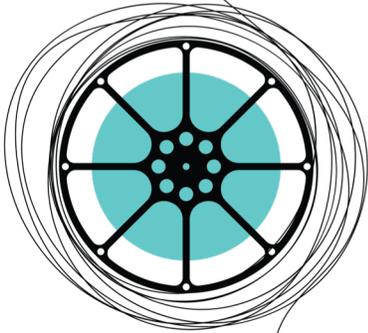
DARTMOUTH

<https://www.youtube.com/watch?v=hzhvNy0mfdI>

PAY ATTENTION TO:

- Appealing graphic style to illustrate complex scientific concepts
- Easy-to-understand scientific explanation

CORPORATE



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BAYLOR UNIVERSITY

<https://www.youtube.com/watch?v=velpEeMwyKU&list=PLB0msUc7n7OPTLQcJ9BDlprxF1NaVztWY&index=13>

PAY ATTENTION TO:

- Novel approach to the “research video”
- Effective, spare & simple staging / shots

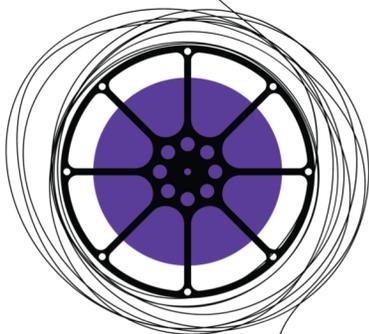
CEDARS SINAI

PAY ATTENTION TO:

- Simple concept applied well across various aspects of organization
- Created for new employee orientation
- Cuts used for social media

Excerpt; Full video: 6 minutes, 44 seconds

LONG^(ER) FORMAT



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GOLD AWARD FOR EXCELLENCE

NEW YORK PRESBYTERIAN

<https://healthmatters.nyp.org/amazing-things-john-sarcona/>

PAY ATTENTION TO:

- Amazing story
- Supporting still imagery & b-roll
- Easy-to-understand explanation of medical terminology

Full video: 5 minutes, 25 seconds

UNIVERSITY OF ROCHESTER

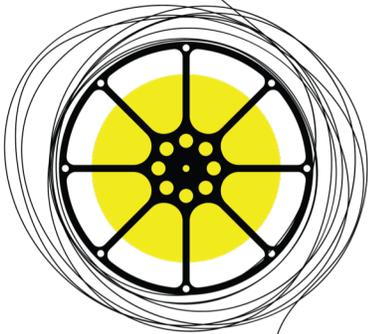
<https://vimeo.com/360351651/6c1d7e9264>

PAY ATTENTION TO:

- Masterful use of music track to build mood
- Sheer emotional impact
- Integration of still images and other media supplied by family

Full video: 6 minutes, 44 seconds

HUMOR



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APPLE COMPUTERS

https://www.youtube.com/watch?v=6_pru8U2RmM

PAY ATTENTION TO:

- How relatable the situations are
- With the exception of a few obvious spots, not overtly sales-oriented
- Humor can be just as powerful as tugging on heartstrings



BRONZE AWARD FOR EXCELLENCE

UNIVERSITY OF MIAMI

<https://youtu.be/JHPN2yw5wI0>
<https://umiamihealth.org/pip/honor-your-doctor>

PAY ATTENTION TO:

- Effective use of first-person narrative
- Listen for the changes in music and watch the visuals change as audio track does
- Well integrated with campaign website

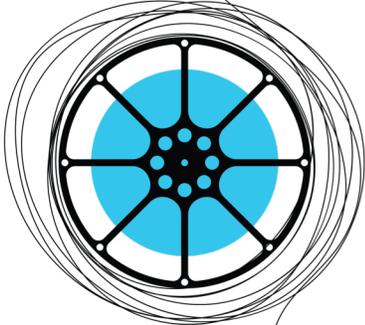


NIKE

<https://youtu.be/WA4dDs0T7sM>

PAY ATTENTION TO:

- Powerful message & visuals
- Split screen video effect
- Tightly coordinated physicality in shots
- Compelling music & ambient sounds (crowds, etc.)



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