

Treball de Fi de Grau

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Advertainment: a Branded Content campaign to promote the alternative culture in Bergen (Norway)

Autoria

Laia Aguilar Vilalta

Professorat tutor

Rafel Uyà Puigmartí

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Autoria:		Laia Aguilar Vilalta		
Professorat tutor:		Rafel Uyà Puigmartí		
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Resum del Treball Fi de Grau (extensió màxima 100 paraules)

Català:	Aquest projecte presenta la preproducció d'una campanya de contingut de marca amb l'objectiu de promocionar la cultura alternativa a Bergen (Noruega) entre la població noruega i els turistes internacionals. Les principals organitzacions i empreses col·laboradores són Vill Vill Vest (festival de música), Bergen Assembly (organització sense ànim de lucre d'art contemporani), Hot!Hot!Hot! (festival de menjar i música) i OK Kontor (empresa de disseny). Entre les estratègies marcades dins del projecte, destaquen la creació d'una minisèrie de ficciójuvenil, y a més, la producció de contingut documental per aconseguir l'objectiu principal del projecte.
Castellà:	Este proyecto presenta la preproducción de una campaña de contenido de marca con el objetivo de promocionar la cultura alternativa en Bergen (Noruega) entre la población noruega y los turistas internacionales. Las principales organizaciones y empresas colaboradoras son Vill Vill Vest (festival de música), Bergen Assembly (organización sin ánimo de lucro de arte contemporáneo), Hot!Hot!Hot! (festival de comida y música) y Ok Kontor (empresa de diseño). Entre las estrategias marcadas dentro del proyecto, destacan la creación de una miniserie de ficción juvenil y, además, la producción de contenido documental para conseguir el objetivo principal del proyecto.
Anglès:	This project presents the pre-production of a branded content campaign with the aim of promoting alternative culture in Bergen (Norway) among the Norwegian population and international tourists. The main collaborating organizations and companies are Vill Vill Vest (music festival), Bergen Assembly (non-profit organization of contemporary art), Hot! Hot! Hot! (food and music festival) and OK Kontor (design company). Among the strategies marked within the project, the creation of a miniseries of youth fiction stand out, and in addition, the production of documentary content to achieve the main objective of the project.

ALT-KULTURE

A BRANDED PROJECT BY LAIA AGUILAR VILALTA
IN COLLABORATION WITH



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1. INTRODUCTION:

ALT-KULTURE PROJECT

1. INTRODUCTION: ALT-KULTURE PROJECT

1.1. ALT-KULTURE definition

ALT-KULTURE is a Branded Project based in Bergen, Norway. The name comes from alternative (ALT) culture mixed with the Norwegian word *Kultur* (Kulture). The objective of this Project is to promote the alternative culture that takes place in the city of Bergen, one of the most visited cities all around Norway with the must see Bryggen neighbourhood, a world heritage site recognized by the UNESCO. This project is mainly a social media promotional strategy that aims to promote and stand up the alternative events and scenes that are taking place in Bergen. The objective is to reach a young and diverse public that are interested in this type of events, from local people to tourists. Visit Bergen, the official tourist webpage of Bergen, will promote the project through the official webpage since it is a project that also benefits their interest to promote Bergen tourism.

The companies who are involved in this project are companies that contribute to the culture in Bergen in different ways. First, Ok Kontor is a design company that collaborates with many different clients around Norway and produces many advertising strategies for many different art companies and festivals in Bergen. Second, Bergen Assembly is a non-profit contemporary art organisation that has been active during the last years in the art scene in Norway, creating a biennial event reuniting many different artists and companies to get them collaborate and make the public part of the experience. Third, Hot!Hot!Hot! Festival is a new-born company but also a food and music festival that got place in 2021 in Bergen but is also happening in 2022. This is a company that bets for unusual and crazy event ideas such as buying an island and creating a music studio and a film producer in there. Fourth, Vill Vill Vest is a music festival that wants to show to the public new artists in the music scene and to bring them the opportunity to get known.

The project consists in three main strategies: a non-fiction documentary series for social media about the companies involved, a fiction young-adult web series and a marketing strategy of advertising and user experience. All this content will be accessible in the official webpage of ALT-KULTURE. Even so, ALT-KULTURE content will be accessible in Visit Bergen page.

Pills is a short documentary series for social media to promote the four companies involved in ALT-KULTURE project. The *Pills* video series consists in six shorts 90-seconds videos and a general video trailer for each company showing their objectives, their work and what they

do. These non-fiction videos will be available on the Instagram of each company as a Reels format video, a 9:16-dimension video of 60 seconds, and in the general webpage of ALT-KULTURE project. The main content of the videos will be interviews and footage from events and work of the companies.

Skål ("Cheers") is a fiction young adult web series that will be available in Vimeo and YouTube, two video-on-demand streaming platforms. The web series will consist in six short-length episodes with a length of ten to fifteen minutes. *Skål* will show the life of six 18-years old teenagers that are going to graduate. The values and moral objectives of the companies will be reflected in each character's behaviour and personality. The main idea is that, as the companies involved in ALT-KULTURE project outline, even though they are different in many ways, they all come together, collaborate and grow together.

About the marketing strategy, ALT-KULTURE will have an official web page that will collect all the content that has been stated before: *Skål* and *Pills*. Also, since it is a multimedia product, the project will also have an official Vimeo and YouTube channel. Moreover, ALT-KULTURE aims to be a transmedia project, that means a project with divided content that you can consume in different platforms. Each part of the project can be consumed separately, but it also complements each other to have a complete and functional experience as a user. Therefore, the user can consume all the content at once in ALT-KULTURE webpage or can consume the *Pills* documentary videos in each companies' social media profiles and the *Skål* web series at both YouTube and Vimeo channels. Also, as most of the transmedia projects, ALT-KULTURE expands its primary content with extra content to bring the user exclusive content.

In the case of *Skål*, there will be an official Instagram, Facebook, and Twitter profile for the series. Each character of the web series will have a functional official Instagram where users would be able to interact with the character and consume extra content that is not being showed in the show. The main strategies of this fake Instagram characters profile are posts (photos and videos of important events for the characters related to the show plot) and Instagram stories (day-to-day short video moments with the rest of the characters). Using this strategy, the companies will have an opportunity to promote themselves through a pull strategy of marketing and not a pushed one. This web series will also open new doors to create new content with the interaction of the cast through the cultural events taking place in Bergen, through the creation of active trends through social media that are being successful.

The objective of this extra content is to give the users and fans exclusive information or clues about the characters life and what is going to happen next in their story. As it has been stated before, you can still watch the web series without consuming this transmedia content, since it is an addition value to the user and consumer experiences but not a necessary content to understand the main content. About the new content generated, on the official YouTube and Vimeo channels there will be videos of the actors and actresses becoming part of Behind The Scenes (BTS) videos of the show, videos doing trendy content on the Internet and also videos being involved with the companies each character represents.

1.2. Motivation

The reason why this project started relies in the time spent during my exchange programme as an Erasmus student in Bergen, Norway. At first, I was only going to study abroad for five months during my degree's final year. However, the film industry in Norway was something that had my attention from the start. Having my undergraduate final thesis to be done by July of 2022 and my curricular internship by the end of my degree, I thought it was a good opportunity to look for some different opportunities in Bergen.

By the time I cancelled my internship in Spain and had my final thesis approved to be done online, I started looking since October for companies that fitted my needs. Due to coronavirus situation and the difficult of being abroad in a Norwegian city, I had my big opportunity in the middle of January 2022 after having different meetings with film and audio-visual companies around the city. OK Kontor (design company), Vill Vill Vest (music festival), Filmmer Film (film producer) and Bergen Assembly (art company) brought me the opportunity to do my curricular internship with them. Among other tasks I would work on, they asked me to create from scratch a project to promote the alternative culture that takes place in Bergen, beyond the traditional after movies that most companies filmed and edit. This is the point where this whole project starts.

Why Bergen?

Bergen is one of the most important cities in Norway, next to Oslo, Trondheim, Stavanger, among others. The cultural scene of Bergen has a lot of potential, taking place music festivals as Bergen International Festival (BIF), Bergenfest, Tysnesfest and Vill Vill Vest; concerts of Bergen National Opera and Bergen Philharmonic Orchestra; among other cultural events. Not only the cultural scene is important, also the most famous place in the harbour, Bryggen,

has been recognised as a World Heritage Site. Therefore, Bergen stands out as the entrance of the fjords and brings together many tourists throughout the year.

Why the alternative culture of this city?

Most of the traditional culture of the city has already been promoted by the official bergen tourist information webpage called “Visit Bergen”. When you enter Visit Bergen, you find a section called “What’s on” that collects all the events and activities that are going to happen in the city: festivals, concerts, sports event, shows, theatre and operas, conferences and exhibitions, among other experiences.

Moreover, this promoted culture is very diverse and has the potential to reach a big community of spectators. Meanwhile, other organisations and companies that also contribute to Bergen’s culture are not that highlighted as the most important events in Bergen are. This “alternative” culture of the city includes art performances exposed by Bergen Assembly, a non-profit art organisation, music festivals as Vill Vill Vest, food festivals as Hot!Hot!Hot!, and all in collaboration with OK Kontor, a design company.

Why use a branded content promo?

The promotion of the alternative culture in Bergen had to be just as alternative as the companies involved in it. After movies, social media ads and physical ads strategies have already been done by these companies, and they were looking for something different. Something that promoted them, but also something that added value and content to express each other’s essence. That is the reason why we were looking forward to creating an advertainment promotional strategy.

Why these companies?

These companies are most of the companies I had meetings during all January. After getting to know them, I saw how all these companies get along and how they have been collaborating all these years to this alternative culture scene in Bergen.

1.3. Objectives

The objective of ALT-KULTURE is to spread each other’s company values and contributions to the cultural and art scene in Bergen as a way of promotion to the alternative culture in the city. But it will not be only a promotional project, it will be also an artistic creation that also contributes to expand the art scene in Bergen. This project aims to develop the pre-production

of a branded content project that reaches Norwegian people, but also to visitors and people who want to consume entertainment content.

1.4. Structure and Methodology of the project

1.4.1. Structure

ALT-KULTURE project document is divided in nine main sections. The first section is called “INTRODUCTION: ALT KULTURE PROJECT” and explains what the project is about, how it started, the reason and motivation of its creation, the project objectives, the methodology and structure of the project, and the teamwork that works for the project. In the second section, the theoretical framework used for the project is analysed and it is used to develop ALT-KULTURE conceptualization as a branded content and advertainment project. For this reason, the topics that are present in this section are: contextualization of where and when the project is being develop, a definition of branded content and advertainment, an analysis of the consumers and of the references and influences of the project. The third section presents the companies that are involved in the project and are being promoted by the branded content project. The fourth section develops the marketing plan of ALT-KULTURE that includes: an executive summary of the project, a presentation of the story bibles of Skål and Pills, a description of the transmedia platforms used and the distribution, an analysis of the situation using SWOT analysis, the definition of the target audience, the marketing strategies, the branding and positioning, the strategic partners involved in the project and the budget and financial plan of ALT-KULTURE project. Moreover, the fifth (“SKÅL STORY BIBLE”) and sixth section (“PILLS STORY BIBLE”), both the bible of each audio-visual product of the project, expand specifically the content of the audio-visual strategies of promotion for the companies. The seventh section includes the conclusions of the project and the eighth section the bibliographic references of all the information and files that have been cited and consulted.

1.4.2. Methodology

First, all this project started when I got hired to do my curricular internship in Bergen inside OK Kontor company. Since it is a design company that works with collaborations and projects, Ok Kontor proposed me to create from scratch a branded content project to promote the alternative culture in Bergen.

After that, I met all the people from Ok Kontor, Bergen Assembly, Hot!Hot!Hot! and Vill Vill Vest during our welcome meeting in January of 2022. All the companies were thrilled to make this team project and lent on me all the responsibility to create a project shaped and created by me. More meetings were needed to have the final idea over the table, but finally all the companies agreed on the branded content project that is developed in this document.

All the companies wanted a promotional video to promote them, but something different from the normal, not an ad and neither an after movie, as in the festival cases. In this point, I thought about creating a project that could adapt to social media platforms since the user behaviour has been changing the last years. In February I met them to show my final ideas about the promotion strategy and there is when I explained them the opportunity to create a branded content project with a short documentary video series and a fiction web series on an open streaming platform. After having the final idea approved, I developed a general schedule to mark the working flow through all the months of my internship, from the 7th of March until the 29th of July, also the final date for handing this document.

MONTH	TASKS
March	<ul style="list-style-type: none"> • Meetings: three meetings to approve the final idea of the branded content project. • Organizing already-filmed footage from the companies • Create a timeline and schedule for the project and telling the needs of the project to the companies • Doing a pitching to explain the final idea of the project • Send weekly reports to the companies updating them about the work done
April	<ul style="list-style-type: none"> • Analyse references and influences • Analyse theoretical framework for the project document • Send weekly reports to the companies updating them about the work done • Contact Visit Bergen for drone footage and other companies to help during the filming phase • Developing the idea for each advertisement strategy of the project
May	<ul style="list-style-type: none"> • Start writing the creative part of the ALT-KULTURE content bibles. • Working in the marketing plan of the project.

	<ul style="list-style-type: none"> • Send weekly reports to the companies updating them about the work done
June	<ul style="list-style-type: none"> • Developing the pre-production and production documents for the filming • Send weekly reports to the companies updating them about the work done
July	<ul style="list-style-type: none"> • Filming and editing the final trailer of the web series and the first video of the documentary series. • Finishing writing down all the document content and the bibles. • Send weekly reports to the companies updating them about the work done

About the tools used, since is a project for different companies, we stated to communicate through Notion. Notion is a co-working platform and application where you can create pages for your different projects and organise the work and information that you want to share with your peers. Moreover, since working with heavy film footage need big storage, platforms as Drive or WeTransfer as a cloud storage were used. Moreover, I had hard drives from the different organisations with footage I organised and selected during March and April.

1.5. Teamwork

Laia Aguilar Vilalta

Laia Aguilar Vilalta is the creator of ALT-KULTURE project. Moreover, she develops the main role of director and script writer in *Skål* web series and *Pills* documentary video series. Laia A. V. is a student of Audiovisual Communication in Universitat Autònoma de Barcelona (UAB) and has done an exchange in Bergen (Norway) during the years 2021-2022. During this exchange period, she had been working as a photographer for Bergenfest, NattJazz and Eggstock festivals, and she had been working as a internship in Ok Kontor company.

Ok Kontor

Ok Kontor is a design company that collaborates with many different clients around Norway and produces many advertising strategies for many different art companies and festivals in Bergen. Mario Urban Mannsåker is the main representant of the company that will work during the project with Laia Aguilar Vilalta.

Bergen Assembly

Bergen Assembly is a non-profit contemporary art organisation that has been active during the last years in the art scene in Norway, creating a biennial event reuniting many different artist and companies to get them collaborate and make the public part of the experience. Christa Mako is the main representant of the company that will work during the project with Laia Aguilar Vilalta.

HOT!HOT!HOT! Festival

Hot!Hot!Hot! Festival is a new-born company but also a food and music festival that got place on 2021 in Bergen but is also happening in 2022. This is a company that bets for unusual and crazy event ideas such as buying an island and creating a music studio and a film producer in there. Ingrid Roen is the main representant of the company that will work during the project with Laia Aguilar Vilalta.

Vill Vill Vest

Vill Vill Vest is a music festival that wants to show to the public new artists in the music scene and to bring them the opportunity to get known. Simen Korneliussen is the main representant of the company that will work during the project with Laia Aguilar Vilalta.

2. THEORETICAL FRAMEWORK

ALT-KULTURE CONCEPTUALIZATION

2. THEORETICAL FRAMEWORK: ALT-KULTURE CONCEPTUALIZATION

2.1. Context

The analogue switch-off that took place all around the world led to the development of new advertising grid distributions, and to the creation of new non-conventional advertising strategies. Digital television created new formats and needed to adapt to the new needs of its recently split audience, generated by the multichannel phenomenon and the mass media crisis (Del Pino and Olivares, 2006). Added to this, there has been a conventional publicity crisis since the consumer organisations had been criticising and condemning for years the values exposed through the traditional spots. There are a lot of regulations and laws that are being analysed and checked in every ad all the time.

Technological improvements and new social media platforms have created a new space where you can create content with fewer regulations and with more freedom. However, this involves a riskier strategy since you cannot check and control everything as in conventional advertising. The new audio-visual content and structures not only because of the expansion of new technologies and opportunities, but also because of the social changes in the users and consumers. Publicity has created new formats to promote and advertise adapting to the new social platforms that new digital tools have brought us.

The Internet and other new digital platforms as videogames and multichannel television have created a new situation where advertisers had to find new ways to promote the brand. This phenomenon that has been observed in young people mostly, since this segment of people are more familiarised with new technologies and the changes on the social context. The saturation of conventional publicity manifested the incapacity of the conventional system to promote and keep the attention of the public. That is why moving between push communication to pull communication.

Branded placement and advertainment are a way of integration between commercial communication and corporative communication with audio-visual communication, an integration between the art and the market. Advertainment is a perfect symbiosis between publicity and entertainment since it allows the brand to find an attractive way of promoting its values and its products. These new creations are not put into a publicity roll on the conventional mass media, and these creations have self-potential and are exploded as individual content that creates and interests the public.

The objective is to get over the avoiding strategies that the consumer has develop towards the conventional publicity. That is why the companies must create and to offer a significant content that the consumer looks forward to consuming. New technologies have become a key to these new publicity formulas since new platforms permit the virilization of content.

The interest in cinema and film production has been increasing these recent years in the companies since the actual audience and society consumes this type of content actively. Thanks to this product created by the collaboration of fiction television and the brands, the company who created branded content has the opportunity to create a corporative benefit. This benefit includes the strategy of exposing the brands values, philosophy, and their identity. This new postmodern stage gives more importance to the creation of creative content enabling the collaboration between different actors as the filming industry and the advertising industry. Product placement has evolved from a static role to an active one where the brand takes control of the history and the ideas that are spreading. The lack of the legal limits in this collaboration enables more freedom through the creation of new formats and contents.

2.2. Branded content and advertainment

Because of the vague nature of the word “content”, branded content has been defined in two categories: from the perspective of branded content being and holistic phenomenon and branded content as a managerial concept (Asmussen et. al., 2016).

When talking as a holistic phenomenon, we refer to a content that keeps all the parts correlated and unified. Therefore, branded content is ‘any manifestation associated with a particular brand in the eye of the beholder.’ Even though you have not created it as a brand and you do not have any control over it, but for the people who see it, it is related to your brand. For this reason, this definition does not bring any tips or terms to practice a "good" branded content, since you are not in control of all the content that is related to your brand. However, this definition does not seem to be the majority one over the experts that have been interviewed by BCMA.

In contrast to the holistic perspective, branded content as a managerial concept it's seen as all the content produced and distributed in relation to the brand by the owner. Anyway, there is also the possibility to co-create content with consumers, but the owner is seen as the one mainly in the control by most of the experts interviewed. This perspective corresponds with the integrated Trademark Owner perspective in the literature review that was conducted in

the first phase of the studies done by BCMA. According to the literature review, the managerial perspective of branded content integrates all that content created by the traditional, non-digital channels with digital channels and platforms. In short, branded content is any output endorsed by the legal owner of the brand which promotes the brand's core values and created engagement in the audiences based on a pull logic due to its entertainment, information and/or educational value (Asmussen et. al., 2016).

There are some key emerging themes when analysing the strategy of branded content. These keys can be highlighted in four concepts: engagement, choice, mode of delivery and opportunity. First, engagement means that the target audience actively engages in the piece of content created. Second, we talk about choice when the audience actively choose to engage with branded content. Third, the mode of delivery is important in branded content since it differs from conventional interruption-based advertising. There are two types of advertising: the non-interruption baes and the interruption-oriented (or pull and push types). Branded content is "opposed to an advert, which aims to disrupt - it's something that aims to engage people". With this type of advertising, the public has no choice of consuming. It is all about engagement, and not about interruption. Fourth, the opportunity that represents the way audiences consume and use media and digital technologies open new doors to new possibilities when creating branded content.

As it has been stated before, branded content is primarily a non-interruption-oriented advertisement in terms of its way to be delivered. However, it can also work with an interruption-based marketing communications context. Therefore, branded content can also be involved in a pull as well as push marketing content. Content marketing works as a discipline to treat the marketing of this branded content since "(...) branded content could be conceptualised as a tool, outcome or deliverable (...)" (Asmussen et. al., 2016, p.18).

Some examples of branded content as deliverable, tool or outcome are branded entertainment, TV shows and product placement. On the other hand, content marketing helps to develop and understand the audience's needs and interests, the authenticity of the values that you show to represent the brand's core values, the storytelling and the compelling narratives for high quality content. But branded content also needs to be aligned to the objectives which it is supposed to achieve and there is a need of a distribution strategy to reach the audience.

Creating engagement with your audience starts when you add value for them through your branded content. In this way, anything that creates an added value to the consumer can be classified as branded content experiences. But also, there must be a mutual value for the brand's owner as well. This type of content can be entertainment, informative, educational or other type of functional content. To reach people is important to pay attention to the shareability and the distribution strategy of the content. Some of the main opportunities with active engagement that brings branded content are loyalty, create cultural relevance for the brand, connect with the needs of the audience, to build relationships with individuals and to develop new audiences. Therefore, the value of branded content must be formed in based of a sum of the value of the branded content audience, the value of the brand owner and the value for the content platform or channel where this content is being delivered.

Inside the different types and classifications of branded content, we can find advertainment. Advertainment is an interesting and effective method that marketers use to connect with their consumers (Milili, 2012). This method can be defined as a form of entertainment that works as a marketing strategy to attract the audience for spot advertisers. The name combines the concepts ad and entertainment. These two concepts could also lead to a popular strategy used in events, tv shows or movies: product placement. However, these two concepts should not be confused between them, since advertainment has three subcategories: product placement, product integration and branded entertainment.

On one hand, product placement is the strategy of inserting the product being advertised into the content already created. In this way, the way that the product appears in scene must be adapted to the content already created and must support it. Product placement is the integration of commercial content into non-commercial settings (Information Resources Management Association [IRMA], 2017). Following this concept, exists the strategy of product integration that goes beyond the simple visual appeared of the brand placement (as in the product placement strategy) and lets the product play a role in the narrative (IRMA, 2017). On the other hand, branded entertainment involves the creation of content in the bases of a brand's values and its products and services. The product is being integrated into "entertainment venues that typically provides high engagement and interactivity" (IRMA, 2017). In general, advertainment has been created to end with a product of high quality that people want to watch and consume.

This combination of entertainment and advertising is called hybridisation of genres, a phenomenon that commonly occurs in the actual entertainment society (Álvarez, 2014). Therefore, concepts as advergames (advertisement and gaming) or advertainment (advertisement and entertainment) have been created.

To create a good quality content, storytelling is necessary (Álvarez, 2014). Since we want people to look for our content, we must create stories and create content based in those. Web series are one of the most used formats to create this type of content, since Internet brings you tools and distribution platforms to help to create new content. Some examples of brands that created series that are branded content are Aftershare.tv with Fix you, a four episodes tv show and Zara with a short documentary series and films as O nigh divine, a Christmas film.

The key point on advertainment, compared to traditional ads, is changing the role of the consumer to the role of public and viewer. This strategy allows to search and show the values integrated to the brand, easily find the typology of the target that the brand looks for, create added value to the brand and look for common interests between the target and the brand that enables an equal profit distribution. However, it also has its drawbacks; advertainment is not that able to control as traditional ads since it is not that regulated laws and studies, but its drawbacks also allow its benefits (Sánchez Herrera and Pintado, 2012)

2.3. Consumers

Now that the main concepts have been defined, this section analyses Norwegians society entertainment consume and focus on the opportunities and strategies that may be successful based in these consumers behaviours.

First, about internet and platforms used, 96% of households in Norway had internet access in 2020 (Statista Research Department [SRD], 2021). Furthermore, between the ages 16 and 35 years, people use the internet daily (Statista Research Department [SRD], 2022). The most used social networks in Norway were Facebook (69.09%), Pinterest (14,86%). Twitter (5,92%) and Instagram (4,68%) based in the results taken by Statista Research Department in 2021. Between 2016 and 2019, Snapchat was among one of the most popular media platforms with daily users in the Nordic countries. However, Facebook was still the most used and ranked first, next to Snapchat. Between 2019 and 2021, the users who had Snapchat used the application daily (SRD, 2022). Facebook has been decreasing during 2022 but

Snapchat stays in second place with a 62 percent of the Norwegians interviewed using it (SRD, 2022).

Secondly, about the way of consuming and the devices used, most used devices are mobile phones (45,3%) and laptops and desktops (51,3%). The most reached target by marketers with adverts are people around 25 and 34 years old (Datareportal, 2021).

Apart from the most used social media networks, TikTok has been increasing its presence around the world. There is no exception in Norway where TikTok's popularity has been growing through the last years. This social network is most popular among young people aged between 18-29 years old using it daily by 41% (Norway Today Staff [NTS], 2022). Compared to the rest of the world, Norway may not be the most outstanding when it comes to TikTok use, but the fact that it is increasing that fast the last years may open a new potential market niche.

2.4. References and influences

As it has been stated, advertainment and branded content more precisely, has been increasing its presence in the advertising venue as a new bigger quality content creator to promote the brand's value.

When trying to search promotional strategies as branded content about music and art organisations, I found out there was a lack compared to bigger companies that treat other type of products or services, not that cultural. Some of the formats they use are documentaries, short films, web series and mini documentary series.

Nike is well-known to create new breakthrough strategies to promote their values. The Day Sports Stood Still is an HBO documentary result of the collaboration of Nike and this paid video platform. Other clothes brands as H&M create short films as Come together, a holiday short film directed by Wes Anderson, a well-known American cinema director that directed films as The Grand Budapest Hotel and Moonrise Kingdom. The union of advertising producers and cinema producers is one of the most highlighted features of branded content. Corona also stood up with the web series Free Range Humans, a seven-minute episode series where a different inspiring story is being showed on each episode.

These ads are an influence and reference of branded content and short documentaries style videos. However, the style differs from the idea of a music festival or an art organisation. Moreover, I found out some style ideas for the plot and the characters of the story as a fiction

video in other films, since as it would be explained in the next section, this project consists in short documentaries videos but also in a fiction web series.

When thinking about the fiction web series, the idea was to find a young atmosphere going around the cultural scene in Bergen. Betty (tv show) and Skate Kitchen (movie) are two creations of HBO. Both show a group of girls who skateboard and live their young lives. It's fiction but it's also a documentary (docufiction show) because it is based in the real story of the crew Skate Kitchen and the real girls from this group are the ones who are acting in the TV Show. Of course, there are some fake plots in the show but there are also some real things happening there and everyday moments as a documentary that are also shown in the real Instagram account of Skate Kitchen. The way that characters are formed through basic plots and the young humour is a reference to the creation of this web series project.

However, there has been created some promotional videos about the culture in Bergen, even though they are not branded content. Visit Bergen is the official webpage for tourism in Bergen. They created a promotional video of Bergen in 2020 and another one in 2018 that have a recompilation of videos of activities, the best sightseeing and other events. This works as a trailer. In this case we can establish the differences between the video we are creating and the one that Visit Bergen created. But it could also work for Visit Bergen, since is a video that will promote the culture of Bergen, not Bergen in general as it has been already done.

However, after going through this rigorous search, no videos or promotion of alternative culture in Bergen have been found. At least, not as a compilation of various companies and neither as a branded content promotional strategy. That is the reason why, in the boom of these new formats, it is a good opportunity to start this promotion strategy based in branded content to promote alternative culture in Bergen.

2.4.1. Short documentary on social media

One of the main contents in this project is "*Pills*", a short video format that shows the different organisations through a documentary treatment. Some social media platforms as Instagram are using constantly this format since Instagram launched in 2020 a new short video format named "Reels". This format has a time limit in 60 seconds, which makes an easy way of creating videos.

In this "Reels" category you can find from humoristic videos to documentary videos. The account @spanishrevolution, a social-political Instagram account based in Spain, started to

create informative videos about the social situation in Spain. The most remarkable feature of their editing is 9:16-dimension vertical videos with subtitles and big colourful typography in the main text and headlines. The use of music and sound effects are also characteristic with the objective of creating impact and other sensations, as cinema for example also does. On the other hand, @elhuffpost account also outstands for this “Reels” video and shares the same video features as @spanishrevolution account.

2.4.2. Web series

As it has been stated before, web series have been a regular branded content creation by brands. In this section, there will be some real examples analysed with the objective of finding some influences and references for the second strategy in this project, a web series.

2.4.2.1. *The power inside*

The technological companies Intel and Toshiba created in 2014 *The power inside*, a less than 10-minute episode web series that participated in the Clio Awards Gold, an annual award that empowers the innovation and excellence in advertising, design, and communication.

Most of the episodes last less than 10 minutes, around six and seven minutes, but the last one lasts 12 minutes. Related to the brands that created this web series, *The Power Inside* include Visual Effects (VFX) and Augmented Reality (AR) in their production since the plot is about a mutant moustache-bug that is invading the world creating a dystopic apocalypse where people is being controlled by it. The first episode shows the main characters and the different scenes where the plot is going to take place and the last one works as a circle closed plot where they end in the same place with evolved characters, but with an open end.

The story is formed by archetype characters: the no-popular guy (the main character), the nerd and smart one, the silly popular, the girls who is dating the popular but finally falls in love with the no-popular guy and the saver or teacher that would guide the no-popular guide to save the world and act as a superhero. These roles are created with some basic plots: the principal one, the problem (an apocalypse), secondly, the main characters personal improvement plot, and the loved one about the girls falling in love with the no-popular guy.

Some technical feature beyond AR and VFX are the following ones: camera traveling (close up and following), smooth shots in movement, static filming for shot/reverse shots, panoramic shots, transition (cut, mask transition with objects in postproduction and smooth slides up).

Moreover, the combine filming with some animations, especially in the credits and in a scene in the fifth episode.

2.4.2.2. *Guilty party*

AT&T, one of the biggest telephone companies in the USA, premiered the tv show *Guilty party*. This web series, which is available in the open platform YouTube, gave the opportunity to the company to communicate their values to the youngest population that use phone devices while treating with social media issues and giving especial attention to bullying (Fullscreen, AT&T).

The web series is an interactive and transmedia project since it has extra content (vlogs of the characters), individual social media profiles for each character and it also allowed the audience to collaborate through the social media profiles and other experiences. These projects created a huge community among fans and reached 42 million of views in only ten weeks.

Guilty party consists in a nine-episode mystery web series with an episode length of less than ten minutes, where most of them are five-minutes episodes. There are seven main characters that must solve who filtrated the secret diary of the main character. They are archetypical characters: the popular girl, the class president, the artist, the ex-best friend of the character, the ex-boyfriend, the vlogger, and the outsider. All of them have a different personality and different small problems that also get along with the main plot. Also, during the web series there are many secondary plots developing while the main one does: the self-improvement plot and the love plot are the most common ones. There are a few locations in the show, and the most common ones are the high school and the characters houses. Each episode is focused on each character from their point of view.

About the technical features, the shots and scenes are fast and short since the length of the episode is also reduced. Most of the shots are smooth and in movement and the use of static shots are only used during conversations.

2.4.2.3. *XQ Esperar*

Not only technological and communication companies are committed to create branded content, the Spanish food company named Risi created the webseries *XQ Esperar*, a transmedia mystery series that combined the content from the series with new strategies using the social media to create engagement with their followers and giving them some

privilege about the creation of the plot and the story in the show (Branded Content Marketing Association).

Some publicity techniques are product placement during their show. As in *Guilty party*, this web series has a lot of transmedia strategies. For example, after each episode the fans were allowed to post on Twitter their opinion with clues to the main character using the hashtag #XQEsperar. Before each episode, the main character does a review of some of the tweets and gives an opinion about them.

The main plot is about a girl that suffers from amnesia and must remember all her recent life. The rest of the secondary characters are their friends and family. Also, there is an important love plot going around the main plot. As seen before, the characters around the main one are one-dimensional characters, while the main one has more depth and a personal improvement and some objectives she must reach.

XQ Esperar was a successful transmedia and branded content project that reached 2,5 million views on YouTube, 214 million potential impacts in social media and achieved to become trending topic on Twitter with the hashtag #XQEsperar (Branded Content Marketing Association).

2.4.2.4. *The 4 to 9ers*

In 2013, the fast-food company Subway created *The 4 to 9ers*, a web series streamed in Hulu where young people are the main character and it focuses in the life of a young worker while working in Subway as his first job. The objective of this project was to engage a young people target by creating loyalty and connection with their public offering them a tv show that they could find in one of their streaming platforms.

When talking about locations, the most important actions happen in the mall, where the Subways local is located. The genre is comedy and drama, and the duration of each episode is around 10 minutes.

It was that popular and successful, that the show renewed for a second season in Hulu. The series achieved 12 million views at the platform and had extra content all around the social media. For example, the show created extra content videos about how the characters got their job and some behind the scenes videos.

2.4.2.5. *Pipol in da house*

Moreover, the Spanish mall El Corte Inglés created *Pipol in da house*, a simple scene setting web series also addressed to a young target. El Corte Inglés created an Instagram web series in 2018. The story goes around the main character called Brisa that wants to start her music career and moves into a new apartment with three more young people: Dante, Irina, and Logan.

The main characters are starred by popular influencers in Spain with thousands of followers in social media platforms as Instagram: Dante Caro (476K followers on Instagram), Brisa Fenoy (51.5K followers on Instagram), Rafa Pacheco (1.6M followers on Instagram) and Irina Isasia (849K followers on Instagram). The web series consists of an eight two-minutes episodes and extra content about the characters all around the social media.

As it has been seen in the rest of the examples, the fan base, that can be translated to loyalty and community, is the most important key to create successful branded content. Simple characters with personal stories around a one main plot is the most used technique for the script.

3. ALT-KULTURE AND THE COMPANIES

3. ALT-KULTURE AND THE COMPANIES

In this section, the organisations involved in the project are analysed based in their values and their objectives.

3.1. Ok Kontor

Ok Kontor is a creative company based in Bergen and Vienna that works with design, architecture, and visual content. Their goals are to function in a middle point between the experimental work and the professional one. It is a small company formed by 2 to 10 employers. Apart from wanting to do outstanding graphic and architectural work, they want to do what we can to create a social space for the respective communities (M. Urban, personal communication, April 24, 2022).

3.2. Bergen Assembly

Bergen Assembly is a non-profit organisation that makes a triannual/biannual big exhibition, a non-traditional and experimental art exhibition. Freedom is an important factor since everyone is invited to their events. This big exhibition isn't only created to show the work done, but also, it's created to show people how institutions and artists work together through these experimental and flexible events: "Humans coming together not only showing things" (C. Mako, personal communication, April 22, 2022). Through this video they want to show Bergen as "a vibrant city where institutions work together" (C. Mako, personal communication, April 22, 2022).

3.3. Vill Vill Vest

Vill Vill Vest aims to be a collaborative platform for organizers and the music industry in Bergen and in Western Norway. The festival wants to strengthen the Bergen region's music environment and adjacent art forms, and become a natural meeting point for national and international music industry and creative industries. Vill Vill Vest wants to promote new artists, strengthen the collaboration between music actors and build a stronger local, regional and national music industry. Vill Vill Vest objective is to inspire the establishment of new businesses and strengthen their network in a global music market. Vill Vill Vest is a visible and relevant showcase festival and illuminates the business potential in the music field and other cultural industries. The artist program at Vill Vill Vest aims to be relevant and thus have a commercial appeal for both the Norwegian and international music industry. Vill Vill Vest is a welcoming organisation and festival and should strive to target a broad audience. The company strictly prohibits all types of racism, and sexism (S. Korneliussen, personal communication, April 20, 2022).

3.4. Hot!Hot!Hot!

Hot!Hot!Hot! is a creative company under construction looking forward to expanding its presence in Bergen's culture scene. Most of their projects are born from a crazy idea start, as the collaboration of food and music in Hot!Hot!Hot! Festival. They are located in Verftet next to USF, one of the main stages for culture in Bergen.

4. ALT-KULTURE MARKETING PLAN

4. ALT-KULTURE MARKETING PLAN

With the objective of organising ALT-KULTURE project, this project will use a Marketing Plan based in Anne Zeiser's *Transmedia Marketing: From Film and TV to Games and Digital media marketing* plan template. The reason of this decisions is that this template considers all the most important aspects for a good communication and marketing plan, the creative part of the project, and works as a pre-production plan for a Branded Content project. Marketing Plans are usually used inside the project teams, but in ALT-KULTURE case it will have partnerships with external companies and its necessary to have some longer sections as the story bible and the project treatment. However, since the main content of the project will be analysed separately, this template will be adapted to the needs of the project. Since Anne Zeiser's template is a general template for different types of projects, it is necessary to state what is going to state in each section from the marketing plan.

TITLE PAGE	The title of the project followed by "Marketing Plan" and a date. Usually, you can use an art icon (as logo or photo) to brand your project, but this is optional.
EXECUTIVE SUMMARY	A two-paragraph projects overview that includes: the project description (genre, archetypal story, media platforms, plot, characters, mood, themes) and a marketing and environmental overview (project goals, timing, SWOT Analysis, target audiences, and the overall of the marketing strategies that are going to be used to reach audiences).
STORY BIBLE OVERVIEW	This section is only necessarily when talking about fictional properties. In ALT-KULTURE case, this section will describe <i>Skål</i> web series. The content will be a description of characters, mood, theme, plot (conflict, storylines), audience calls-to-action, this means what can the audience do to get more stories or extra content, and story timeline. However, <i>Pills</i> video series will also have a brief bible to explain the storyline of the episodes, the financial costs, among others.

TRANSMEDIA PLATFORMS AND DISTRIBUTION	Identify in which platforms is going to be available the project and how the project will play out in these platforms.
SITUATION ANALYSIS	This section contains: an overview of all the challenges and opportunities, an environmental landscape of the situation where the project is being developed and the specific marketplace and competition where the project will be operating, and a SWOT Analysis.
TARGET AUDIENCES	A description of the identified key audiences and its profiles.
MARKETING STRATEGIES	This section explains how is going to be done the strategies to get the goals and objectives already explained in the previous section.
BRANDING AND POSITIONING	In this section are established the guidelines for how you want to establish a persona and give voice to the project (brand attributes, brand essence, brand positioning, messaging, spokespeople).
STRATEGIC PARTNERS	Having partnerships and forging relationships with companies that are capable in certain areas that you are not, is the key. These can be media, marketing and promotion, outreach, and cause partnerships.
BUDGET	This section contemplates the budget needed based in the activity and timeline of the project. It includes funding strategy and sources, resources and personnel required and production budget by activity.
PROJECT TEAM	A highlight of the project creators' expertise and its role in the project.

Table based in Anne Zeiser's *Transmedia Marketing: From Film and TV to Games and Digital media* marketing plan template.

4.1. Title page

ART-KULTURE Marketing Plan

Date: 07.03.2022

Logo:



4.2. Executive Summary

ALT-KULTURE is a Branded Project based in Bergen, Norway. The objective of this project is to promote the alternative culture that takes place in the city of Bergen. This project is mainly a social media promotional strategy that aims to promote and stand up the alternative events and scenes that are taking place in Bergen. The objective is to reach a young and diverse public that are interested in this type of events, from local people to tourists. ALT-KULTURE combines a multimedia project with a transmedia one. The main content is a fiction young adult web series and a documentary series of the companies involved in the project. All this content will be available in the official webpage of the project, in the companies and project social media profiles and in video-on-demand open platforms as Vimeo and YouTube. The pre-production phase of the project took place from March to July of 2022. The production and post-production phases are planned to take place from September of 2022 until July of 2023.

4.2.1. Story Bibles

ALT-KULTURE project by two main contents: *Skål*, a fiction young-adult web series, and *Pills*, a short-video documentaries for social media. For this reason, each of the contents has been treated separately in this document. The *Skål* story bible is detailed in Point 5 and *Pills* story bible in Point 6. Keeping both bibles separately permits analyse them in detail, even though the projects are being referenced through all the documents.

4.3. Transmedia platforms and distribution

ALT-KULTURE project is available in different social media platforms and in its official webpage of ALT-KULTURE that will be developed by Ok Kontor (Mario Urban Mannsåker) and Bergen Assembly (Christa Mako). About social media, ALT-KULTURE project will have an Instagram (@altkulture), YouTube (ALT-KULTURE), Vimeo (ALT-KULTURE) Tik Tok (@altkulture) and Facebook (ALT-KULTURE). *Skål* will have two independents' accounts in Tik Tok (@skalseries) and Instagram (@skalseries). *Pills* will have two independents' accounts in Tik Tok (@Pillsseries) and Instagram (@Pillsseries). About *Pills*, the documentary video series will be available in the ALT-KULTURE social media profiles and platforms, and also in the companies' profiles. This is because it is a real documentary about the companies that conform the project and not a fiction content that supports it but can be consumed separately. On the other hand, since it is a promotional project of the culture in Bergen, Visit Bergen will post in their social media and official webpage the project.

4.4. Situation analysis

SWOT analysis helps the teamwork to know the strengths, weaknesses, opportunities, and threats of the project. The objective of doing this analysis is to anticipate situations and adapt faster. For this reason, ALT-KULTURE has been also analysed from SWOT analysis point of view.

SWOT ANALYSIS	
Weaknesses	Strengths
Small companies compared to bigger festivals and art organisations.	Adding cultural content to the city and to the companies individually.
Budget dependency in fund financing and crowdfunding.	An entertainment content that promotes the city of Bergen and the culture scene in it.
Opportunities	Threats
	Bigger cultural events taken attention from the potential audience.

<p>Stand out using branded content and media tools to expose the companies, their values and work.</p> <p>Tourism: international people coming to Bergen can explore culture events taken place in Bergen and its social culture.</p> <p>The opportunity to be the first ones to create advertainment based in music and culture and creating more culture. Feeding back the culture by creating more.</p>	
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4.5. Target audiences

Branded content: has a young section insured since this part of the society has been growing up knowing about technology and are the ones that have caused these new changes in new platforms and brands publicity.

Companies target a general and diverse public, but all have a public interested into art and social events. Vill Vill Vest (promotes music, does activities and conferences), Bergen Assembly (promotes contemporary art), OK Kontor (design and architecture, also art) and Hot!Hot!Hot! a fusion of different formats where you can find music but also food gastronomy. Branded content allows the brand to spread their content towards an expecific target, since the public is the one who looks after this content to consume it.

4.6. Marketing strategies

About the marketing strategy, ALT-KULTURE will have an official web page that will collect all the content that has been stated before: *Skål* and *Pills*. Also, since it is a multimedia product, the project will also have and official Vimeo and YouTube channel Moreover, ALT-KULTURE aims to be a transmedia project, that means a project with divided content that you can consume in different platforms. Each part of the project can be consumed separately but it also complements each other to have a complete and functional experience as a user.

Therefore, the user can consume all the content at once in ALT-KULTURE webpage or can consume the *Pills* documentary videos in each companies' social media profiles and the *Skål* web series at both YouTube and Vimeo channels. Also, as most of transmedia projects, ALT-KULTURE expand its primary content with extra content to bring the user exclusive content.

In the case of *Skål*, there will be an official Instagram, Facebook and Twitter profile for the series. Each character of the web series will have a functional official Instagram where users would be able to interact with the character and consume extra content that is not being showed in the show. The main strategies of this fake Instagram characters profile are: posts (photos and videos of important events for the characters related to the show plot) and Instagram stories (day-to-day short video moments with the rest of the characters). Using this strategy, the companies will have an opportunity to promote themselves through a pull strategy of marketing and not a pushed one. This web series will also open new doors to create new content with the interaction of the cast through the cultural events taking place in Bergen, through the creation of active trends through social media that are being successful. The objective of this extra content is to give the users and fans exclusive information or clues about the characters life and what is going to happen next in their story.

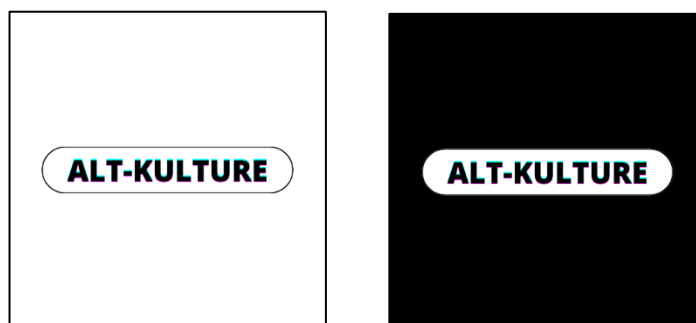
As it has been stated before, you can still watch the web series without consuming this transmedia content, since it is an addition value to the user and consumer experiences but not a necessary content to understand the main content. About the new content generated, on the official YouTube and Vimeo channels there will be videos of the actors and actresses becoming part of Behind the Scenes (BTS) videos of the show, videos doing trendy content on the Internet and videos being involved with the companies each character represents. Moreover, posters of the projects will be hung around the city of Bergen and also Visit Bergen will promote it in its official webpage and social media.

4.7. Branding and positioning

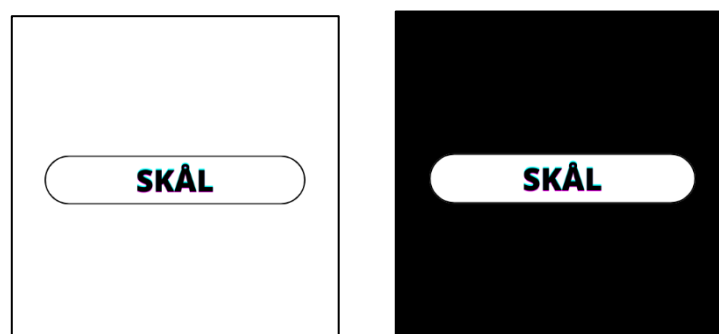
ALT-KULTURE aims to be a cultural and informational project to promote the culture scene. Some of the values that represent the brand are freedom, diversity, and collaboration. For this reason, ALT-KULTURE creates quality entertainment content for the people that considers diversity, gives them the freedom to find the perfect way of consuming it and, also, creates real events where audience can collaborate between them and become part of the project. Moreover, ALT-KULTURE objective is its won place in social media and the Internet community.

About the brand image, ALT-KULTURE has a main logo with variations of black and white background and an official poster of the project. Moreover, *Skål* and *Pills* have, for each project, a main logo with variations of black and white background, and a poster of the project. The designs will be added in high quality in Annex section (Point 9).

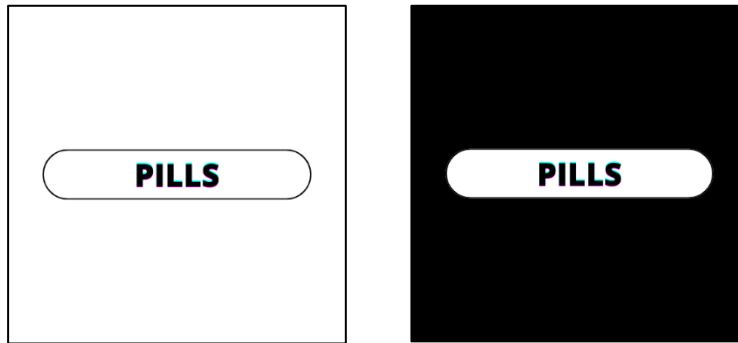
ALT-KULTURE DESIGNS



SKÅL DESIGNS



PILLS DESIGNS



And down below the poster of each project is attaches:

ALT-KULTURE

A BRANDED PROJECT BY LAIA AGUILAR VILALTA
IN COLLABORATION WITH



S

K

A

L

AN ALT-KULTURE WEBSERIES

CREATED BY LAIA AGUILAR VILALTA

P I L L S

AN ALT-KULTURE WEBSERIES

CREATED BY LAIA AGUILAR VILALTA

4.8. Strategic partners

Forging partnerships is one of the most important keys for ALT-KULTURE success. For this reason, the project is being formed by four cultural companies that had been analysed before in this document. Visit Bergen is also important for the promotion and production of the project since it is the official tourism platform of Bergen and has more experience in creating content to promote the city.

4.9. Budget and financial

4.9.1. Financial plan

ALT-KULTURE financial plan contemplates the costs for *Skål* web series, *Pills* documentary video series and the crowdfunding reward production. The minimum total cost of the project is Kr 2.571.875,26 (257.187,53€).

SECTIONS	BUDGET
SPANISH AND NOWEGIAN PRODUCTION	ALT-KULTURE
Section 1 – <i>Skål</i> costs	Kr 1.385.615,76 (138.561,58€)
Section 2 – <i>Pills</i> costs	Kr 1.183.846,74 (118.384,67€)
Section 3 – Crowdfunding costs	Kr 2412,76 (241,27€)
TOTAL	Kr 2.571.875,26 (257.187,53€)

SPECIFIC COSTS FOR EACH SECTION

Section 1 – *Skål* costs

The approximate budget for the first pilot production will be Kr 230.935,96 (23.093,60€) and for the whole series (6 episodes) approximately Kr 1.385.615,76 (138.561,58€).

SECTIONS	BUDGET
SPANISH AND NOWEGIAN PRODUCTION	ALT-KULTURE
Section 1 – Script and music	Kr 47.460 (4746€)
Section 2 – Artistic personal	Kr 39.960 (3996€)
Section 3 – Technical team	Kr 59.348,96 (5934,90€)
Section 4 – Scenery and decoration	Kr 6600 (660€)
Section 5 – Film studio and locations and other	Kr 7900 (790€)

Section 6 – Technical equipment and transport	Kr 23950 (2395€)
Section 7 – Trips, diets, and accommodation	Kr 3117 (311,7€)
Section 8 – Insurances	Kr 6.928,08 (692,81€)
Section 9 – Running, financial and commercial costs	Kr 45600 (4560€)
TOTAL (pilot)	Kr 237.864,039 (23.786,40€)

Section 2 – Pills costs

The approximate budget for the first documentary video production will be Kr 197.307,79 (19.730,78€). The total costs of the whole video series is Kr 1.183.846,74 (118.384,67€).

SECTIONS	BUDGET
SPANISH AND NOWEGIAN PRODUCTION	ALT-KULTURE
Section 1 – Script and music	Kr 47.460 (4746€)
Section 2 – Technical team	Kr 59.348,96 (5934,90€)
Section 3 – Scenery and decoration	Kr 2600 (260€)
Section 4 – Film studio and locations and other	Kr 1900 (190€)
Section 5 – Technical equipment and transport	Kr 23950 (2395€)
Section 6 – Trips, diets, and accommodation	Kr 10.702 (1070,20€)
Section 7 – Insurances	Kr 5.746,83 (574,68€)
Section 8 – Running, financial and commercial costs	Kr 45600 (4560€)
TOTAL	Kr 197.307,79 (19.730,78€)

Section 3 – Crowdfunding costs

Even though the crowdfunding objective is to generate an income for the project, some of the rewards for each level of contribution involve a cost. The main estimate production will be 200 posters and 100 tote bags, and the production of the posters will be done at Printfarm.no and the tote bags will be printed at Camaloon.com

Section 10 – Crowdfunding costs		
N. OF SUBSECTION	CONCEPT	GROSS RENUMERATION
10.1	PRODUCTS	Kr 2412,76 (241,27€)
10.1.1	200 x Posters A4	Kr 789,95 (79€)
10.1.2	100 x Tote bag	Kr 1626,6 (162,27€)
Total		Kr 2412,76 (241,27€)

4.9.2. Budget

About the companies, most of the companies are small companies without a high-level income or capital to invest doing a big project, and Bergen Assembly is a non-profit art company that will not have the possibility to add income when talking about the budget. However, thanks to the gains of their own events, the companies may be able to add ¼ of the budget (Kr 642.968,815/ 64.296,88€) necessary for doing this project.

For this reason, most of the budget is coming from the crowdfunding, the financial help from the state and institutions, and the collaboration with Visit Bergen.

CROWDFUNDING

Crowdfunding is a strategy used to collect money from people giving them back a something valuable related to the project. The platform used for the ALT-KULTURE project is Kickstarter. There are four levels of contributions to undeveloped creative projects in the platform: supporter without reward, supporter of the project, early bird, Kickstarter special and double support.

- Contribution without reward: the user can contribute money to the project without having any reward back.
- Supporter of the project: the cost is Kr 100 (10€) and the client will appear in the credits of the project.
- Early bird: the cost is Kr 500 (50€) and the client will have previously the link to watch the first episodes of the web series and the documentary video series, and a poster of the project, *Pills* and *Skål*.

- Kickstarter Special: the cost is Kr 1000 (100€) and the client will have previously the link to watch the first episodes of the web series and the documentary video series, a poster of the projects and a tote bag with the project logo.
- Double support: the cost is Kr 3000 (300€) and the client will have previously the link to watch the first episodes of the web series and the documentary video series, a poster of the projects signed by the actors and the creator, a tote bag with the project logo and the opportunity to appear in one of the episodes of the web series and meet all the crew and actors.

FINANCIAL HELP

First, the Norwegian Film Institute administrates an incentive that offers a 25% cash rebates of the project produced. The project has to pass an application and be one of the projects that receives the highest rank during the application round. In the official webpage of the Nrowegian Film Commision are stated the next criteria to apply for the application:

- Minimum 30% non-Norwegian financing
- Minimum spends in Norway of NOK 4 million
- Minimum total (world) budget of NOK 25m for feature films, NOK 10m per episode for drama, NOK 10m for feature docs, and NOK 5m per episode for doc series

It is important to consider that this financial help will also be used for the whole project of ALT-KULTURE and all the financial budgets have been calculated in its minimums. For this reason, all the criteria will be fulfilled.

Second, FiliminVest receives from the Ministry of Culture 1.113.000€ to spend investing in developing audio-visual projects. The regional producers must send an application with the description of the projects, its budget, and the finance plan. This is the same situation for Zefyr Media Fund, that also receives around 1 million of euros to invest in developing audio-visual projects.

Third, Nordisk Film & TV Fond funds audio-visual projects such as TV Series to promote film and TV productions of high-quality content in Norway, Denmark, Finland, Iceland, and Sweden. As the rest of the funds, an application is needed with the important information of the project, the budget, and the finance plan.

Forth, Bergen has a Hordaland Film Centre that provides help and funds to productions done in Hordaland region. The objective is to promote regional projects that help to draw on regional talents and resources. The budget of the fund is 1.650.000 € and there's a new application every three months.

5. *SKÅL* STORY BIBLE

5. SKÅL STORY BIBLE

5.1. Idea

5.1.1. Logline

The story of four young teenagers trying to find their purpose of life before getting graduated on high school in Bergen and entering adult life.

5.1.2. Tagline

When the right place is the wrong one.

5.2. Short synopsis/storyline

Maxi, Leah, Maria and Eric are a nineteen-years-old group of friends living in Bergen who are finishing their secondary studies in four months. Since the end of their high school age is finishing, they must figure out what they are going to do after it. Maxi is having excellent grades and his parents want him to become a lawyer as the rest of the family, but he will discover that music is what he truly loves. Leah is too busy skating around the city of Bergen to attend to her painting classes, which her mother wants her to take. She will finally find out that art was still her thing, but not in the conventional way that most people taught and showed her. Maria has been pushing herself to her physical limits playing rugby, and she will be promoted to join the Norway women's national rugby union team. She will have to take one of her best decisions for her future, but she will also have to deal with some friend conflicts and some personal ones. Eric does not know what he wants to become in the future, but he knows he loves taking photos and spending time with the ones that he loves. He must learn how to survive out of his conform zone and this will give him the chance to discover new things. The group of teenagers must discover their next step before entering the adult life.

5.3. Technical specifications (Format and data sheet)

Title: SKÅL	Directors' assistant: Simen Korneliussen
Format: Web series	Script: Laia Aguilar Vilalta
Genre: Comedy; Teen drama; Slice of life	Executive producer: Hot!Hot!hot!
Time: 15 min / 6 episodes	Cast: Tobias Osnes Johannesen; Laith Kordo; Mesgana Tika; Natalia Methlie
Director: Laia Aguilar Vilalta	

5.4. Storyline of all episodes

Episode 1: Feil Sted (Wrong place)

Maxi wakes up in his bedroom. He sees some cash and he put it in a can. After that, he goes to the bathroom and puts his clothes on. Maxi puts on his beanie and earphones. Her mother gives him money and takes off his beanie. Maxi leaves the house and puts the beanie on again and hides the money under it. Before leaving, he takes an apple with him. Maria is running through the forest. Maria arrives at home; her mother left a note "coming later for work today. Breakfast in the fridge". Maria opens the fridge: it is empty and there is a simple sandwich with her name. Maria takes it, puts it on her backpack and leaves the house. Leah is putting oil in her skateboard wheels in the backyard. We can see through the windows that her mother is looking for her around the house. Leah leaves before her mother can tell her about her painting lessons. Eric collects a bunch of newspaper and flyers. He takes his camera with him and puts on his backpack with all the papers. His father gives him his rugby equipment, Eric gives him a fake smile back and leaves rushing. Maria runs to the school. Leah goes by skate. Maxi walks to school. Eric takes a bus to school. Eric and Maria are in the same class, Maria tickles him and he raises his hand when they asked about being the class president. Leah and Maxi are in music class. Maxi is in music class and follows the rhythm and beat with her pen hitting it into the table. Leah stares at Maxi and he realises and smiles at her. The corridors are crowded and loud. Maxi and Leah leave the class and meet each other. Leah tells him she just moved from Oslo and Maxi asks her about her skateboard and that he did some when he was young but was not that good. Eric and Maria go to talk with Maxi and tell him that Eric is going to be the class and Russ president. Maxi starts laughing and introduces Leah to Maria and Eric. Everyone is talking about Russ and now Eric

must take care of it. Leah and Eric leave. Leah leaves to her painting class and Maxi wonders around to do his homework and ends up in Nygårdsparken. Maxi sees a group of three guys on a bench and decides to go to another bench. He sits in the bench and takes his homework notebook, but he is not concentrated and closes it. He puts his earbuds, starts listening to music, open the notebook and then he writes down the lyrics of a new song. Oskar, one of the guys in the other bench, shouts at him and asks what he is doing. Maxi tries to not pay attention, but Oskar gets close to him and takes his notebook. Maxi tries to reach it but Oskar already started reading his lyrics. "Did you write this by yourself?" Oskar asks Maxi and he nods while saying "It's no big deal. Give me" and takes his notebook. Oskar invites Maxi to join them and tells him they have a music studio in the centre, and he could come by some day. Maxi receives a text message from Eric in their friends group chat that says, "Nordness in 10 minutes" and "Maxi, Leah can join ;)". Maxi replies "Ok, but why do u say that?". Maria is running in the forest, laughs at Eric's message and replies "See you there". Eric is standing with a bag full of beers near the harbour in Nordness when Maria arrives running. Maria hugs Eric and asks him "Wow. What is inside this bag?" and Eric answers "We have to celebrate that I'm going to be class president!". Maria starts laughing and tells him "Eric, these are alcohol free!" and Eric asks her "Wait. What?". Maxi and Leah arrive and greet Eric and Leah. Maria sees Leah's bag with paintbrushes and canvas and asks her "Do you paint?" and Leah answers her "Well, my mother wants me to". Maxi tells her "Well, you are not the only one pleasing your parents' wishes" and everyone nods except Maria that says "Do not talk for me. I am living my best life" and Eric fools with her. Leah asks them if this is their secret spot and Eric answers "Kind of" while two guys who were fooling around the harbour jump into the water. Maxi asks Eric what his plan for Russefeiring is and Eric answers that he has no idea. Everyone and laughs and Maria opens a beer and says "Well, let's drink to it!". Everyone opens the beer and Maxi says confused "Are these alcohol-free beers?" and Eric answers him "Shut up and drink". Maria shouts "For being in the wrong place with the right people. *Skål*" ("Cheers") and the rest follow her. Leah arrives home and her mother asks her about the painting class. Leah answers her that it was good and that she hung out with some friends from school. Leah's mother gets excited about that, but Leah goes straight to her room and lays in bed. Leah receives a phone notification, and she sees that Maxi has added her to his friends group chat and everyone is greeting her.

Episode 2: Maxi

Maxi is having breakfast before school at his home. Maxi's mother gives Maxi some money to have lunch at school and Maxi hugs her back thanking her. Before Maxi leaves home, Maxi checks that no one is around, hides the money in his beanie and take an apple with him. Maxi walks to the school while listening to music. When Maxi arrives at the school, he sees Eric and Maria fooling around and, suddenly, he receives a text message in his phone. The text message is from Oskar, the guy from the music studio he met a few days ago and it says: "Coming over to the studio now? We have something lit for you". Maxi looks excited but starts to worry because he will have to skip class to go to the music studio. After a few minutes wondering what to do, he decides to skip class and turns back. When he turns back, he crashes into Leah, and she falls down her skateboard. Leah was late and asks Maxi what is going on and why he is not entering the school. Maxi freaks out and tells Leah she cannot say a thing and Leah promise him that she will not say a word and they make a pinkie promise. Maxi arrives to the music studio where is Oskar and three more friends of him. Oskar takes off a poster of Vill Vill Vest in the entrance of the music studio and throws it to the trash bin. Everyone is drinking beer and doing snus (tabaco pads), that shocks Maxi. However, Oskar introduces him to his friend Olaf, a music producer. Oskar tells Maxi to enter the studio and show Olaf what he can do. Maxi at first is so nervous but decides to enter the studio and starts to sing and rap his own song along a pop base that Oskar puts on. After singing, Maxi, Olaf, Oskar and the other two friends, go to Nygårdsparken to have some beer while listening to music with a speaker but before he took the poster of Vill Vill Vest from the trash bin that Olaf threw. Olaf is so impressed with his talent and tells him to join them and not go into a commercial record label or festivals, because Olaf thinks these will take advantage of him. The police approach them and tell them its forbidden to drink in a public space and they must stop the music. Maxi wants to keep everything calm, but Olaf starts to behave aggressively, and the police takes them. Maxi is in the police station and their parents picks him and drive home. When they arrive at home, they start arguing about why Maxi skipped class and why the police took him. Maxi tells the truth about the music studio and that he wants to become a singer. Maxi's parents are so angry that they will not give him any more money as they used to. Maxi goes to his room and starts to cry and takes the can with money and throws it to his backpack. Maxi stops crying and opens the backpack, he finds Vill Vill Vest poster where it says you can get a prize if you are one of the best performers in the contest to enter Vill Vill Vest festival as an artist.

Episode 3: Leah

Leah arrives at home from school. Leah looks so happy, but it changes when her mother starts to argue with her because she is being late to her art class as always. Leah closes her room door and sees the painting bag and the skateboard next to it and stays a few minutes wondering what to do. Leah decides to go to her painting class to make her mother happy, but she is not. While Leah is pretending to attend to her painting classes, she receives a message from Maxi: "I found a good spot for skating next to Lynghaugparken". Leah answers him with a message "Ok. Give me 5 minutes". Leah tells her teacher that she has an emergency, and she is not feeling well, her teacher looks so concern and tells her if it is about her menstruation and Leah decides to keep going with that lie. Leah takes her skateboard and goes to meet Maxi. Leah and Maxi are having fun together, and Leah teaches Maxi how to skate. Maxi is not that good doing skate and decide to go to the lake to chat. Maxi explains to Leah the arguing he had with his parents and that he is probably going to enter the competition to perform in Vill Vill Vest. Leah is so excited and supports him. Leah explains to Maxi that her mother wants her to do all the stuff she likes, but she does not, and she thinks art is not for her. Maxi tells her that maybe she must discover her own way of art, because there are some alternative art performances that they even use skateboard, and she is so good skating. Leah wants to change the topic of the conversation and tells Maxi to show her the single he wants to perform. Maxi is a bit shy about it but at the end he shares earphones with Leah and listen to his song. Leah is impressed about how good it is. Leah keeps listening to Maxi's song while her way to home. When Leah arrives, her mother is waiting for her in the couch. Leah's mother tells her that is so weird, because Leah had her period a few weeks ago and it is not possible she left the painting class for that. Leah does not know what to say and her mother tells her "I do not know what is going on, Leah. But when you want, just tell me. I'm done with this." and leaves to have some sleep. Leah is so angry and decides to stay in her backyard. Leah finds some spray cans for painting and starts to paint her skateboard and the cardboard she used underneath for not making a mess in a way of expressing her feelings. Leah is surprised by the art piece she just made and takes a photo of it and posts it in her personal Instagram. Leah starts to get loads of likes and comments, and Bergen Assembly's Instagram account starts to follow her and sends her a direct message that says "Hi Leah! We are very impressed by your work. We are going to have an urban performance event the next days. You are invited to join us and show your work!".

Episode 4: Maria

Maria is running through the forest and ends up on the top of Fløyen mountain. She is listening to music while she is looking to the views of all Bergen from above when she gets surprised by Frida, her teammate. Frida tells her she also likes running in Fløyen forest before all the tourists come. Maria is a bit nervous because she was not supposed to meet Frida there and she has been liking here since she entered the rugby team, but she never did nothing about it. Frida tells her that it would be nice to run together some days or do another plan if she wants to. Maria agrees and, after that, Frida leaves and tells her "See you in the training!". Eric and Maria are in the rugby training after having lunch in the afternoon. Eric is telling her the next plans they could do but Maria tells him she has some plans with Frida. Eric is surprised because he did not know that Frida and Maria were so close. Maria asks him if that is okay, and Eric lies and tells her that of course is okay. Eric stays out in the bench taking photos of the training. The coach takes Maria to the coach office and tells her that the national team trainers have been watching her in the matches and want her to be part of the Norwegian National Union Rugby Team. Maria is shocked and excited, but she looks Eric through the windows. Eric is sitting peacefully at the bench and sees her in the office and smiles at her. Maria starts to have a mental breakdown while the coach is still excited telling her about the big opportunity she has, but Maria feels bad for Eric. When Maria and Eric are picking up their stuff in the lockers, Frida goes to Maria and asks her if she is ready. Maria and Frida go to have dinner in a food festival in the centre of Bergen called Hot!Hot!Hot! Festival. They go near to the fjord while they are eating and having a chat. Maria tells Frida the new about getting into the national rugby team and Frida gets happy for her. Moreover, she explains to her that Eric does not know anything, and it is a complicated situation, because she does not want to disappoint him. Frida tells her that friends must say the truth and not lie each other and holds her hand. Maria agrees and hugs her, they stay like these for a few minutes. Eric is taking photos of the event of Hot!Hot!Hot! Festival when he sees through the camera Maria and Frida holding hands. He stops looking when Frida and Maria start kissing. Maria is arriving home when she sees Eric standing in her door. Maria asks confused Eric what he is doing there. Eric is mad and tells her why she keeps keeping secrets between them, that they never did that before. Maria tells him she was scared of telling him about the promotion because she did not want him to feel left out. Eric is surprised and tells her he was talking about Frida and her, that he did not know anything from the promotion thing. Maria feels embarrassed and apologizes to him, but Eric is not listening to her. Eric

starts crying and tells her that the worst thing is that he feels disappointed about her lying, because the honesty was the thing that he most liked about her. Eric tells the truth to Maria and tells her he has been liking her since first year but he tried to like Frida to help him forget her. Maria's word fails and she keeps in silence. Eric stops crying and leaves without saying a word to Maria. Maria lays in bed crying when her mother opens the door. Maria's mother is so excited because the coach told her about the promotion, but she gets surprised when she does not see Maria happy. Maria keeps crying and tells her "I think I lost my best friend mom" and Maria's mom lays with her and hugs her.

Episode 5: Eric

Eric is putting some Ok Kontor posters about a design event taken place soon in all the corkboard wall in Saint Paul Gymnas corridors. Two of the popular classmate approach him in the corridor and ask him about how it is going the Russefeiring preparation. Eric has not thought about it but tells them everything is going well, and it is going to be epic. After the school finishes, Eric meets Maxi and Leah outside the school and tells them his plan for Russefeiring and about his cousin that can sell his bus, but they must win some money before. Maxi says that she can do a small concert to earn some money since he is going to perform in Vill Vill Vest festival and people will pay for it. Eric is so excited and starts to plan the design of the concert poster but then he realizes that will not be enough for saving all the money they need. Maria sees them and join them; Eric looks upset and does not talk to Maria. Maria asks how the preparation is going and Eric tells her that why does she care if she cannot go to the celebration because of its national rugby team training. Maxi is shocked because of Eric's behaviour and tells Maria that he is probably upset because they do not have that much money for the bus. Eric says is not about that, and he leaves to the rugby training. Leah asks Maria "What is wrong with you guys?" and Maria keeps in silence. After getting ready, Eric goes directly to the bench, but his coach tells him that they need him in the game. Eric realizes that is because Maria left the team, and he decides to confront his coach and tells him he wants to leave the team. When Eric arrives home, his parent asks him where his rugby equipment and he is decides to be honest and tells him he left the team. His father is confused and doesn't know what's going on, Eric explains to him that he never loved rugby as he always did, and he only wanted to make him proud. Eric's father complains about his decisions and gets mad. Eric leaves with his camera and wanders around the city and the parks. After Eric leaving, his father enters his room and sees all the photos and posters Eric has made and smiles because he just realised about Eric's talent. Eric ends in

Tveitevannet, the lake where he used to hang out with Maria since they were children. Eric is taking photos of the ducks in the lake during the sunset when Maria shows up and sits next to him. Maria says hi to him, but Eric looks sad and does not say a word. Maria tells him she had a competition a few days ago and is the first time she got paid for it and she is so happy for it. Eric tells her that even though he is mad at her, he is happy she is archiving his goals and at least she has something to fight for, not like him. Maria tells him he has so much talent and he is such a good photographer and designer, and he should fight for it and do not look to everyone's approval. Maria apologises to him again and Eric tells her that everything is going to be okay, but he only needed a time a to forget about liking her, but he is going to forgive her at some point. Maria is relieved after hearing this. Maria tells Eric he never taught her how to take photos and Eric shows her. Eric and Maria keep fooling around taking photos in the park. Eric and Maria had a good time together, but it is late, and they must come back home. Maria tells Eric that she is glad that they are good again and she wants to help him with Russefeiring and use her money to pay for the bus. Eric tells her he is also glad, and he hopes that everything is going well with Frida, but Eric does not want Maria to spend her money in the bus because she needs it, and he will find a way. Eric and Frida hug and they walk through the park coming back home. When Eric arrives at home, Eric receives a message from Maxi that says, "I think I have the solution for the bus".

Episode 6: Skål (Cheers)

Maxi opens his garage door and Eric and Leah see Maxi's uncle old van inside. Eric asks Maxi if that is the bus he was talking about, because that is a small van, and they cannot do Russefeiring inside. Maxi tells Eric that this van is better than anything and their classmates have been joining other classes to do the Russ there instead. Eric is sad because people did not trust him, but Maxi tells him to not worry about that because they are going to have the best Russ ever with this van. Leah supports Maxi and tries to calm Eric telling him that they can paint it and she can do some good artwork to make it better. Leah, Maxi and Eric start to get the bus ready. Maxi puts some speakers he bought with the money he saved from his parents and Leah paints it with her spray bottles and makes a graffiti logo that says "Skål". Maxi tells them he must leave to get prepared to Vill Vill Vest competition and Leah tells him not to worry because she can drive. Maxi hugs Leah and have an intimate moment. When Maxi leaves, Eric asks Leah "What is going on with you guys?" and Leah laughs and answers him "Nothing. Come on, hurry. We must pick up some people first.". Leah drives to the training school where Maria is training with the national rugby team and honks the van's horn. Maria

listens the horn and tells her coach she must leave before because she has something important to do. Her coach complains about the Russefeiring teenagers but lets Maria to go. Maria finds Frida in the van, and they hug. They are all dressed in Russefeiring red clothing. Eric gives excited Maria her red clothing and tells everyone they must go to see Maxi's performances to give their support. Leah tells them they have to go to Maxi's house first and Frida asks, "But isn't he supposed to be at the festival?" and Maria "Yes, but we have to pick up someone first". Leah drives them to Vill Vill Vest festival, and they get in. Maxi is nervous before getting on stage and before going out, Oskar appears and tells him he saw his name in the posters and decided to come. Oskar apologizes about Olaf behaviour and tells him he should do the best for him and that he deserves this opportunity and to never let anyone in his way. Maxi will realize at that moment that his admiration towards Oskar was also attraction. Suddenly, the technicians tell Maxi to go on stage and he rushes and everyone in the public starts to cheer him up. Maxi sees his friends and Oskar in the public. He also sees his parents next to his friends and get nervous, but the music base starts to sound. Maxi starts singing and his friends cheer him up. Maxi's parents look surprised and starts clapping as the rest of the public. When the concert finishes, Maxi went down the stage and his parents are waiting for him. Maxi's parents apologise to him and tell him it is okay if he wants to become a singer and they will support him, but he needs to keep having good grades and stop skipping classes. Maxi tells them he is going to improve and that they do not have to worry about his future because he will figure out everything. Someone is speaking on the speaker and announces the winner of the contest to perform in Vill Vill Vest: the winner is Maxi. Maxi's parents get excited and hug Maxi. Maxi runs and gets over the stage and picks up the prize. The prize has been funded by Hot!Hot!Hot! Festival, Ok Kontor, Bergen Assembly and Vill Vill Vest, a four-art company union. After the concert, the group of friends drive to Gamlehaugen fjord, and they stay in a pier. Leah and Maxi jump into the water and the rest stay in the pier while listening to music using a speaker. When Leah and Maxi are out of the water, Maria gives each other a beer she took from his house and tells them they all must make a toast to he goals they have been archiving and the future that holds for them. Leah makes a toast for Maria's promotion to the national rugby team. Maxi makes a toast for Eric because Vill Vill Vest liked his photos so much that they want to hire him for more concerts. Eric makes a toast for Leah for finding her true passion and having a chance to show her art in Bergen Assembly. Maria makes a toast for Maxi for fighting for his dream of becoming a singer and archiving it while winning a contest for Vill Vill Vest. Maxi is so thrilled that tells them that he does not know what is going to happen in the future but staying together

is the best thing to make everything work out. Everyone agrees and Maxi tells them to do deal to never tear their friendship apart and puts his hand in the middle of everyone. Everyone puts the hand in the middle above each other and raise their beers and shout at the same time “Skål” and they drink. After that, Eric shouts, “Now let’s go to the water!” and Maxi follow him. At first, nobody more than Maxi wants but they finally end up jumping to the water and fooling together.

End credits scenes:

- Maria is playing in a national rugby match. There are only three seconds left of the play, she is running fast through the field, and she puts the ruby ball in the in-goal space. That gives her team five more points and making them the winners of the play.
- Maxi is performing in a huge stage for Vill Vill Vest. All the public knows his song. His parents are in the backstage clapping and singing along with him. Maxi gets close to the pit where the photographers are, and he waves to Eric that is taking pictures of him from the pit.
- Eric takes a photo of Maxi waving at him. Eric turns to take a photo of the public and sees through his camera another photographer. Is a cheerful blond girl that he was seen before in Maxi’s contest performance. They both smile at each other, and Eric starts to have a crush on her. However, he focuses again and keeps taking photos of the concert.
- Leah is in Bergen Assembly. She is doing an exhibition of her art. Her main piece of art is the van the painted for Russ. Around the van there are some collages and paintings hanging with a transparent thread from the ceiling. Leah made a collage and a painting of each of her new friends in Bergen. There is a sign above all with the name of the exhibition: “When the wrong place becomes your right one”.

5.5. Style

5.5.1. Projects artistic treatment

Skål is part of the branded content project ALT-KULTURE, a project that aims to promote the alternative culture in the city of Bergen. Thanks to this web series, ALT-KULTURE shows the contributions of the different companies involved in the project (OK Kontor, Vill Vill Vest, Hot!Hot!Hot! Festival and Bergen Assembly) through the plots and personalities of each main character. In this way, the web series works as a promotion and advertising of the companies, but also contributes to the audience giving them quality entertainment content. This is the reason why this type of content is called Advertainment, the union of advertising and entertainment.

The locations of the web series are important because their objective is to show how it feels to live in Bergen and, moreover, how the companies work and do their function in Bergen's culture scene and how the companies collaborate with each other, and not individually. For this reason, each character has their own personal place where they feel safe, the location where they start to have a relation with the company they are related to and the spaces in common they share and where they collaborate to have fun together and grow together. The function of each space is defined in Point 11 in this document.

About the atmosphere and lighting, it is known that Bergen has a chaotic weather. Most of the winter months have only a few hours of light and it rains all the time. The time when this story happens is during the months of spring, during March, April and May. That's the period of months where Bergen's weather gets much better and sunnier. At the end, the objective is to show spring and Norwegian summer vibes to give a feeling of warmth and being close to the characters that are starring the web series. The evolution that the weather does from the start of the web series until the end, keeps a relation with the evolution that the characters do during the progress of the plot. For this reason, most of the common places shown in the first episodes will have cold look with not that many trees blossomed, and, at the end, the picture will change with warmer colours and trees blossomed.

As ALT-KULTURE is an advertising art project, the art treatment is one of the most important things to develop. First, the music is one of the common point between two of the companies involved: Vill Vill Vest and Hot!Hot!Hot!Festival. Sound and music design will be present as an expressive resource during the web series. Sound effects will be used as transitions between a scene and other, for example when Maxi makes a beat with his pen toward the

table and the ring of the end of classes sounds in Episode 1. On the other hand, the montage treatment of the different shots is important to create expressive correlations between the first shot and the following one. For example, if one character is feeling alone and the first shot is a static shot that show his emotions, the next one will be a shot of an empty street to express the same feeling of loneliness. Keeping the narrative line of the story and the emotional side of each story is important and it is treated with audio-visual elements, sound effects, and music.

5.5.2. Audio-visual style

The rhythm treatment in *Skål* is defined using altered montage, the importance of the music, speed ramp effect, the use of a narrator voice of each character in their episode, the lighting, the colour grading, and the narrative of the image.

During the narrative line of the story, altered montage is a technique used to add information to the story and to generate new questions to the audience. Some of the techniques used with altered montage are flashbacks and flashforward, that alter the natural flow of time during the storyline. For example, in each character episode will appear a flashback that brings a memory of their story. In Episode 4, Maria will train too hard and push her physical limits and when she is getting dizzy during training, she will remember the moment she blacked out during a match. The sound will be also important when starting the connection between the present time and the memory since it will have a connection function. In Episode 6 example, the sound of the match audience and the worried coach approaching Maria during her black out will connect both moments. Also, colour grading and lighting treatment will be different between present and past. In the present, colours are warmer, and the light will be treated to have a dreamy effect, that means a more overexposed looking and blurry effect that will be acquired during postproduction.

As it has been stated before, music is one of the audio-visual techniques that adds values to the narrative of the storyline. Music will mark the cuts between shots and also will mark the rhythm of the action. Most of the music will be diegetic, that means that is a real sound that is happening in the scene, even though if it is sound *in* (inside the shot) or sound *off* (outside the shot). For example, when Maxi's concert is taking place in Episode 6, the music will be diegetic sound and sound *in* when the shot is inside the local, but also diegetic sound and

sound *off* when the shot is outside the local and the audience hears the music coming from the local. Sound effects will be used as transitions between a scene and other, for example when Maxi makes a beat with his pen toward the table and the ring of the end of classes sounds in Episode 1.

About the treatment of the action rhythm in postproduction, one of the main techniques that characterises the web series is the speed ramp effect. Speed ramp effect is a gradual acceleration or deceleration of the clips while editing in post-production stage. The objective is to create a smooth transition between two different moments speeds in a clip. An example is when in Episode 1 the characters are in different classes and, instead of using a simple cut technique, the camera does a circular traveling around them sitting in the table and it accelerates in the beginning and the end of each clip. In this way, the different clips are connected by a smooth transition while the middle action decelerates to the normal speed of the clip. This technique has the function to make the action time pass and unifies the clips with a smooth transition. Another characteristic technique is the narrator voice over of each character during their main own episode. Since is a short length web series, this technique helps to add additional information of the characters thoughts and behaviours since they talk directly to the audience expressing their feelings and ideas. This technique will appear when the characters are having a moment with themselves, even though they can be surrounded by people. Here is when sound will also have an important function to create a silence atmosphere with muffled sound in their surroundings. All the principal techniques explained are used at the same time to achieve the narrative and expressive objective of the web series treatment.

5.5.3. Cast style

The characters for *Skål* are starred by a Norwegian cast. Eric, Maxi and Maria are from Bergen, that is why they are going to be starred by Bergen actors and actress that use Bergensk. The reason why is because Norway has many different dialects, Bergen has a different dialect used from the rest of Norway called Bergensk and, for example, in most of Norway they use Bokmål dialect. Since Leah's character comes from Oslo, the actress who is going to star here does not need to speak with Bergensk dialect. All the cast has been found in Backstage, a company based in United States of America that offers its service worldwide as a platform.

Maxi (Tobias Osnes Johannesen)



- Age range: 15-23
- Male (gender)
- 5' 10" (height)
- Average (build)
- Blond (Hair)
- Green (Eyes)

Eric (Laith Kordo)



- Age range: 16-25
- Male (gender)
- 6' 1" (height)
- Athletic / Toned (build)
- Brown (Hair)

Maria (Mesgana Tika)



- Age range: 18-20
- Askøy, Hordaland, Bergen
- Female (gender)
- 5' 5" (height)
- Black (Hair)
- Brown (Eyes)
- Skills: dance

Leah (Natalia Methlie)	
	<ul style="list-style-type: none"> • Age range: 14-25 • Bergen, Hordaland • Female (gender) • Short hair • Brown (Hair) • Skills: Skate

5.5.4. The effects we want to cause to the audience

Skål is web series created by a young teamwork and created for a young target. For this reason, the main characters are formed by a 16 to 25-year-old cast and each other represent a nineteen-year-old character. Since the characters are going through high school, there are many plots and situations that the audience has probably experienced. This group of friends are dreamers who want to find themselves, and that is probably a universal feeling that most humans have experienced once in their life. Everyone has constantly experienced a moment where they had to make decisions and think about themselves and the future. Therefore, the audience can identify themselves with the characters personal conflicts, the decisions they must make, their dreams and learn from them. Moreover, *Skål* is available in the online platforms where this young-adult audience feel more comfortable, and they use daily.

5.5.5. References

Skål has been influenced by nowadays young-adult, slice of life and coming-of-age series and movies. However, the main two references of this show are *Skam* (2015) and *Skins* (2007), two young-adult web series that follow the life of a group of teenagers and that stand up because of their transmedia strategy.

SKAM

Skam is a Norwegian transmedia web series created by Julie Andem and produced by NRK3 in 2015. The genre of the web series is teen drama and slice of life, since it is about the daily life of a group of teenagers at the Hartvig Nissen School (Oslo). Each season is focused in one of the main characters and it also focuses on topics as eating disorders, homo sexuality, religion, or mental health issues, among others. *Skam* is known as one of the transmedia web series with more success of the last years. The objective of transmedia content is to engage the audience giving them additional content and experiences. The strategies followed by *Skam* were: the interaction of the audience in real life with the characters through social media as they were real people, the clip publication of parts of the episode before streaming the full episode since they want to create a fake live streaming uploading the action at the moment that it is supposed to take place in the episode, and eliminating the barrier between reality and fiction like for example creating events and experience where the characters can interact with the audience. *Skam* has an official webpage that includes all the content linked to each video platform and social media profile, so it works as the epicentre of the content keeping all connected and accessible.

SKINS

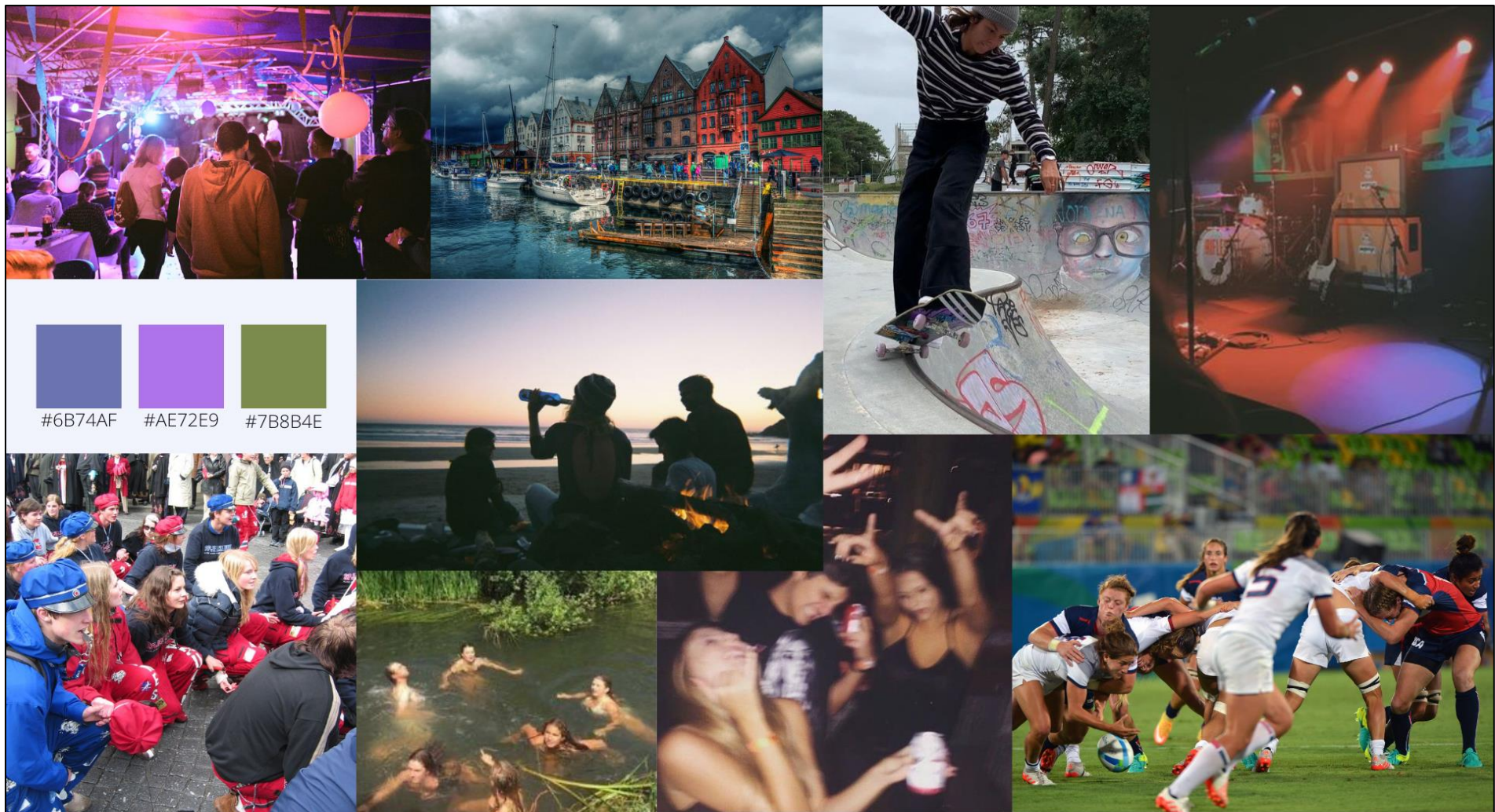
Skins was a tv show streamed in United Kingdom during the years 2007 and 2011. It talks about the story of a teenager group from United Kingdom that are trying to figure out what they want to do in life while they are growing up.

This comedy drama show created by Jamie Brittain and Bryan Elsley was also known because of its transmedia strategy on the Internet. Even though the tv show was streaming through E4 channel, *Skins* had an official webpage that work as a content container that centralized all the vital and extra content as webisodes of each character's video diaries. Another transmedia strategy was involving characters in real life events or sharing experiences with their audience. Myspace is the platform where all the transmedia activities take place. In this platform, audience can interact with the characters profile and when the loyalty to the show becomes stronger. Audience could also find the content in Myspace and share their experiences and opinions about the episodes. This feature was one that brought more engagement and success to the show. This function was focused more on young people since they used more this platform and it was called a *mediaphenomenon*, where

creating *hype* or extravagant publicity of something was really important (Grandío, María del Mar, 2012).

One of the main features of *Skins* is its original narrative structure where each episode is focused in one of the characters and after two season all the characters are renewed. In the last season, *Skins* did a special season where some of the first season's characters were the main characters and each episode showed what happened in that character's life after all time passed by.

5.5.6. Mood board



(References to the specific images detailed in section 8. Bibliographic references).

5.6. Principal characters

5.6.1. Main characters

Skål story is formed by four main characters that are in the same group of friends in Bergen. Each of them is essential in the story and has the same importance, for this reason each episode is focused in one of the main characters.

MAXI (19 YEARS-OLD, MAN)

Maxi is a 19-years-old teenager and student at Saint Paul Gymnas high school. He has been an excellent student since he was a child, and his parents are constantly putting pressure on him to have good grades. His parents want him to become a lawyer as them because they want Maxi to have a well-paid and stable job in the future. This expectations on him since he was a child have influenced him to be a responsible and independent person, but also a person that finds difficult to find the right balance between having fun and responsibilities. For this reason, his friend finds him cool or distant sometimes. However, music is his real passion, and he will deal with it in secret until her new best friend Leah discovers it. For this reason, Maxi has been saving up the money his parents give him to buy a cheap music set up for making his own music, but this will cause some trouble with his parents. Given the support he will get from his real friends, Maxi will start to open to their friends, and he will find a way to become a musician and singer while performing in Vill Vill Vest musical festival contest. While Maxi will start to have feelings for Leah, he will soon start to discover his bisexuality when he meets Oskar, one of the persons that help him with his first single.

LEAH (18 YEARS-OLD, WOMAN)

Leah is an 18-years-old, becoming 19 in a few months, woman that just moved from Oslo to Bergen one months ago. She will start as a student at Saint Paul Gymnas, where she will meet her new group of friends: Maxi, Eric, and Maria. Leah will find in Maxi a new best friend who she can trust and explain her personal conflicts, but soon she will discover that has feelings for him. Leah's mother is in love with art: painting is her passion since she has been a child. Leah tries hard going to the painting lesson that her mother pays for, but she prefers to skate around the city. Leah will finally discover that she did love art, but a non-conventional one. Leah will find in Bergen Assembly a safe place to show her art and performances.

MARIA (19 YEARS-OLD, WOMAN)

Maria is a half Norwegian and half Chilean woman of 19 years that studies at Saint Paul Gymnas. She is the leader of the high school ruby team. Her friends see her as an outgoing girl that without trying likes everyone. However, she is so exigent with herself. Maria pushes her to her physical limits to achieve her goals and this will cause her some health problems. She wants to have a good future since her mother has been struggling for years working to give her a good future. However, she will finally be promoted into the national team, but she will keep it in secret because she does not want to annoy Eric, his best friend since kindergarten that decided to join the rugby team just to spend time with her and keep being close to each other. Maria has been always focused on ruby and has not given a chance to find love, but soon she will start to meet Frida, her rugby teammate. For this reason, Maria will start learning about balancing her personal life with her relationships.

ERIC (19 YEARS-OLD, MAN)

Eric is a 19-years-old student at Saint Paul Gymnas high school. His father influenced him to join the rugby team and Eric decided to join it since her best friend Maria was also playing on it. Eric is creative and loves photography and design, but he is too insecure and afraid of showing his work to his father. He also is jealous in a good way of Maria, because she gets along with everyone. For this reason, Eric sometimes pushes too hard to try liking everyone. He likes to be involved in everything, that is why he decided to become class president. Since is the final year of high school and he is getting graduated on June, Eric must organise Russefeiring ("Russ celebration"), a traditional Norwegian celebration for high school pupils before getting graduated. Even though he knows it is impossible, Eric is secretly in love with Maria, and he is trying to forget her in that way.

5.6.2. Physical, psychological, and social characteristics of the main characters

Maxi is tall (1'70m), skinny, blonde, pale and has green eyes. He is quiet and independent; he prefers to be alone than surrounded by people. He does not need to be claimed by people; he is himself all the time. Maxi has excellent grades and keeps pushing himself to make his parents proud, but he does not want to follow the same path of his family and become a lawyer. Even though he is creative and has talent, his lack of confidence will slow down his process to become a musician.

Leah goes against the tide, and she likes it. She does not like to be pushed by someone is to do things; therefore, she prefers to take her own decisions and take control of her life. She has her ideas and moral values very clear, but sometimes this stops her from discovering new things. Leah needs to go out her comfort place to discover what she truly likes and her passion. Her mother wants her to take paint lessons, but she does not like to be forced to do things that did not come from herself.

Maria has a well-muscled body since she plays rugby. For this reason, she will also have some bruises and wounds around her body. She is 1'67 meters tall, has brown skin, brown eyes, and curly brown hair. Maria gets along with everyone and is open-minded, but she is so strict with herself and has her objectives in life very clear. As Maxi, she is independent, but because her family situation made her like this. She had to take care of herself since she was young because her mother had to work all day.

Eric is 1'68 meters tall and is not that strong as Maria, but he is a cheerful boy who likes to be around the people he loves. However, he also likes to get along with all people, and maybe he tries too hard and gets the opposite of what he wants. He is a bit dependant of Maria, his best friend since kindergarten. He usually pushes himself to do things he would not do to have people's approval, but somehow it also helps him to get rid of his comfort zone and will help him with his independence.

5.7. Other characters

FRIDA (19-YEARS-OLD, WOMAN)

Frida plays in the same rugby team as Maria and Eric in Saint Paul Gymnas high school. She likes Maria and she will start to go out with her.

OSKAR (25-YEARS-OLD, MAN)

Oskar usually hangs out with his friends in Nygårdsparken. In this park is where he will meet Maxi. He has a music studio and wants Maxi to enter the music scene. He will start to develop a close relationship with Maxi.

CHRISTOFFER, MAXI'S FATHER (52-YEARS-OLD MAN)

Christoffer is Maxi's father, a successful lawyer in Norway that wants his son to have the same future as him.

AGNES, MAXI'S MOTHER (52-YEARS-OLD, WOMAN)

Agnes is Maxi's mother, and she is more exigent to his son than his father, but she only wants the best for Maxi.

SOFÍA, MARIA'S MOTHER (45-YEARS-OLD, WOMAN)

Sofía is Maria's mother, and she is working all day since she moved from Chile to Norway. She wants Maria to have a better future than her and to enjoy life, that is why she always supports her daughter.

EDVARD, ERIC'S FATHER (53-YEARS-OLD, MAN)

Edvard is Eric's father and he loves to spend time with his son. He loves rugby and encourages Eric to join the ruby team. Even though he does not know anything about photography and design, he will support his son when he discovers what he truly likes.

MINA, LEAH'S MOTHER (49-YEARS-OLD, WOMAN)

Mina is Leah's mother, and she is an international artist that was born in Oslo. She is currently divorcing from Leah's father, and she is not having the best moment of her life. Mina wants to share her passion with Leah, even though deep down she knows that Leah prefers to do another stuff and she will finally accept it.

5.8. Relationship between the characters

5.8.1. Type of relationship between the characters

Maxi, Maria, and Eric have been in the same group of friends since the first year of high school. Maria and Eric met during kindergarten because their parents were friends. Maxi met Eric while helping him with his homework and after that Eric introduced Maria to him. Leah arrives the last year of high school and will also join this group of friends.

Eric and Maria have been best friends since kindergarten. However, Eric has feelings to Maria, but he is trying to get over it, since Maria does not like him back the same way. On the other hand, Maria will start a relationship with her rugby teammate Frida.

Leah will first meet Maxi, and, after that, they will become close friends. They will finally discover that they like each other, but Maxi will also have to deal with his bisexuality and feeling attracted to Oskar, a guy that is working in a music studio.

About the secondary characters, all the main characters (Maxi, Leah, Eric, and Maria) will have a relationship with their family: Maxi with his mother and father, Leah with her mother, Eric with his father and Maria with his mom. None of the main characters will have an enmity relationship with other characters since each character will have to deal with themselves and solve the problems each of them has.

5.8.2. The reason of their relationship

All the characters go to the same high school called Saint Paul Gymnas. Maria and Eric have known each other since kindergarten. They have been spending all their time together since then. Maxi started giving Eric math classes on the first year because their parents know each other, that is the moment when Maxi also met Maria and became friends with both. Leah just moved from Oslo to Bergen because of her mother's job and started studying in Saint Paul Gymnas. She had no friend at first, but then she will meet Maxi in their music class, and she will start getting along with the whole group of friends. Maxi and Leah will become good friends since they have a lot of things in common, as their relationships with their parents. Since they have a lot of things in common and they are going to be spending a lot of time together, both will start to like each other.

5.8.3. Conflicts that confront the characters because of their personalities

MAXI

Maxi has been studying all his life to get good grades and become a lawyer, but that is what his parents wanted for him, since all their family are working as lawyers and financial consultants. However, his real passion is making music and sing. He has been keeping this passion in secret. He will meet a new group of people in the park next to Saint Paul Gymnas school that have a music studio. Even though, they are not a good influence on him, they will let him have an opportunity to start making music. Thanks to that, he will discover Vill Vill Vest, a music festival to get to know new musicians, and he will decide to make a move and release his first single in this festival. This action will have a repercussion in his family and in his friends from the music studio that don't like these types of festivals and events. However, his real friends will support him and help him to get through it and to achieve his goals.

LEAH

Leah's mother wants Leah to become a painter as she has been doing all her life. Leah does not want to argue with her mother since she has been having a hard time because of her divorce and the moving out to Bergen, but she doesn't really like going to art classes. She has been trying all types of art: painting, sculpture, dancing and now, oil painting. For this reason, she has been having some rejection towards art, but finally she will discover that she loves unconventional art and skate performances. Discovering Bergen Assembly will help her to know this part of art that she did not have the chance to know before. Moreover, Leah loved to skate around Oslo and had her own group of friends, but now must make new friends and a new life in Bergen since she moved out from Oslo.

MARIA

Maria's family is a middle-class worker family that are always at their job and not around the house. She has been taking care of herself and her little sister since she has been a child. For this reason, she is pushing herself too much on training for the rugby team, because she wants to win a scholarship to have a better academic future than her family and help them to have a better life. On the other hand, as a teenager, she will start to discover her sexual orientation since she will start to like Frida, her teammate in the rugby high school team. Moreover, she will be promoted to the national rugby team, but she will feel so sorry for his friend Eric that wants to spend all the time with her and she will hide the truth from him. A few weeks later, Eric will discover her lies and she will have to rebuild the trust in their friendship.

ERIC

Eric is a single child in his family and her father always wanted him to play rugby as he also did while he was in high school, but he prefers his grandmother's hobby: photography. He loves to make collages and posters of his photography. However, he managed to enter the rugby team thank to Maria and he is also grateful to have the opportunity to spend time with her. Since he is not that good doing sports, the coach always tells him to stay in the bench and he has the opportunity to take pictures of the training. While taking photos, he will see Frida and he will develop a crush on her. Soon he will know that Frida is not interest in him but in Maria. This will be a shock for him, but he will understand and keep looking for love. Another Eric's conflict is that he wants to get everyone's approval and that is why he usually prioritizes other's opinion above his. For this reason, he will want to become the class

president and take the responsibility of organising Russefeiring. He thinks that after that he will become more popular and like more people too.

5.9. Space and fictional world

5.9.1. Period time and world where the story takes place

The story of this web series takes place during the year 2022 in Bergen, Norway. This is the first year where in Norway the Coronavirus pandemic was not that present and life could be almost as normal as it was before without that many limits.

5.9.2. Principal spaces of the story

In this section appear the spaces where the plot will take place and a brief description of each one. The concrete image references are specified in the Bibliographic references section in this document.

SAINT PAUL GYMNAS HIGH SCHOOL



Saint Paul Gymnas is a catholic independent high school in Florida in Bergen's centre. The school was built in the old Florida Hospital. Even though, the catholic students are prioritized to enter the school, everyone has de legal right to enter the school because of the right to get upper secondary studies. It is also known because of their international students. At the start of the day, the students

receive a reduced-group mentoring class to express how they feel, their personal concerns and the things they would like to do or know. The school is located next to Nygårdsparken.

NYGÅRDSPARKEN PARK



Nygårdsparken is a park near Florida's Bybannen Stop (the city public tram) and Saint Paul Gymnas high school. During the day is a calm place next to the University of Bergen (UiB), but sometimes high school and college students do the welcome week parties there. Moreover, when the sun shows in Bergen, that does not not happen

that much, all the people go out and does picnic and portable barbecues in the park.

LYNGHAUGPARKEN



Lynghaugparken is a park that has a skatepark and a lake. This spot was discovered by Maxi and he will show it to Leah.

KULTURHUSET



Kulturhuset is the house of culture in Bergen. In this place many events and concerts take place. Vill Vill Vest concert contest will take place in Kulturhuset and here is where Maxi will perform his first single.

FLØYEN MOUNTAIN



Fløyen is one of the most must-see spots in Bergen by the tourist, since you can see all Bergen from the top of the mountain. Maria will usually run through the mountain during the first hours of the day to avoid the tourists. Here is where she will suddenly find Frida and they will talk about meeting in another time.

TVEITEVANNET



Tveitevannet has a lake and park and it's the spot where Maria and Eric spent most of their time together. In this place, they will finally forgive each other and start to become close friends again.

NORDNESS



Nordness is park that has a beautiful view to the fjords that surround Bergen. Here is where the group of friends will meet every time, they hang out together, just to drink or going for a swim.

5.9.3. Regular characters in these spaces

SAINT PAUL GYMNAS HIGH SCHOOL

All the main characters (Maxi, Leah, Maria, Eric) go to the same high school. Maxi and Leah have the same music class. Also, Maria and Eric go to the same rugby team in their free time. Moreover, the Russ bus for Eric's class will be parked in the parking of the school and there will take place some of the activities related to Russ celebration preparation.

NYGÅRDSPARKEN PARK

Maxi will meet in this park his new friends from the music studio. Also, the welcoming week will take place here and most of the parties of the Russefeiring celebration will take place there.

LYNGHAUGPARKEN

While walking around, Maxi will discover this park that has a lake and a skatepark. Maxi will show it to Leah, and they will always meet there.

KULTURHUSET

Kulturhuset is the house of culture in Bergen. In this local will take place Vill Vill Vest concert contest. In this location will appear all the main characters, Oskar and Frida.

FLØYEN MOUNTAIN

Maria goes out for a run every day and one day she will meet there Frida, that went out for a run too.

TVEITEVANNET

Eric and Maria have been meeting in Tveitevannet park since they were little. This place is their comfort place where they can be together and spent quality time together.

THE CHARACTER'S HOUSES

Maxi's house

In the first episode, he will be wondering around his house before going to the high school and the audience will start to know his family situation. In the second episode, he will argue with his parent when they discover he has been saving all the money they have been giving him to buy a music set up.

Leah's house

In the first episode, Leah will let to know the audience her situation about her mother desire to her to become a painter and how she prefers to do skate around the city. In the third episode, she will come back to her house after discovering Bergen Assembly, an art organisation, and she will pain her skate to express her feeling in the backyard of her house.

Eric's house

We will see Eric in his house in the first episode when his father gives him his rugby equipment before he leaves and working in his photography and design works. Also, in the fourth episode, he will decide to do an after-sky party to make his classmates like him since he is going to become the class president.

Maria's house

Maria will expend most of her time running through the mountains of Bergen and training for the rugby team in Saint Paul High School, but she will be seen in her house in the first episode to get to know her family's situation. Also, in the fifth episode she will be at her house when Frida, her rugby teammate, will appear to tell her that she has liked her the whole time since she entered the rugby team.

5.10. Target

5.10.1. Description of the market section the product aims to reach

Skål is a transmedia project that will be available in social media (Tik Tok, Instagram and YouTube) and the official webpage of ALT-KULTURE. As it has been stated before in this document, most of the Norwegian people use their social media daily. Moreover, the young section of the Norwegian population is the one that is using most social media daily. For this reason, bringing a new audio-visual content to these platforms that are being used by the young target the project is looking forward to captivating will allow to explode the capacities of this project in its whole.

5.10.2. Lifestyle of this audience

As it has been stated before, the target audience uses their smartphones and laptops daily. For this reason, the audience is constantly consuming content in social media with Instagram, TikTok and YouTube. For example, when measuring the TikTok use in young Norwegian population, the result is that 41% of young people aged between 18-29 years old are using it daily (Norway Today Staff [NTS], 2022). And this number is constantly increasing since TikTok use is increasing constantly worldwide.

5.10.3. Reasons for reaching them

Since *Skål* is a transmedia project that aims to make the audience collaborate and participate in social media during its streaming, it is important to reach young people that are the ones who are using the most social media and are constantly updated about the new tools in social media.

5.10.4. Strategies and elements that will hook on the audience

First, each character and plot are based in real stories. This means, every character is struggling with one problem that the audience can empathize with. The plots are day-to-day stories, a teenager life with aspirations about the future and half-realized dreams.

Second, even this document has been writing in English, the whole ALT-KULTURE project aims to be an inclusive project, where Norwegian will be the first language used in the audio-visual content and English will be subtitled in each content and used in the written content.

This brings the possibility of Norwegian and international people joining the project and consuming the content without losing the Norwegian essence of Bergen.

Third, since it is a transmedia project, the interaction through social media with the audience will be one of the important keys of the project. Moreover, the audience will have the possibility to consume extra content in the different social media platforms. This will add value to the experience of consuming *Skål web* series. Also, the audience will have the possibility to join as an extra during some filming in Bergen, since most of the actions are daily events that will take place in real life. For example, the audience will be invited to join Maxi's concert in the last episode.

5.11. Commercial hook

5.11.1. Topics

As it has been stated in the last section, the plot of each character talks about high school phase and the problems of being a teenager and must figure out your future before entering the adult life after high school. The principal topics of their plots are meeting their first true love, finding themselves and their passions, fighting for their dreams, despite what the rest think about it and be independent.

Moreover, during the story will take place some real events that will be introduced in the web series' plot as *Russefeiring* and real events of the different companies that are being represented in the project.

5.11.2. Identifying characteristics of the product

The most identifying characteristic of the product is the slang *Skål* that means "Cheers" in English. This is commonly used when sharing a drink with your friends that means celebrating the moment and sharing it with your close people. Moreover, the red and blue jumpsuits of *Russefeiring* are also an identifier of the series since they are commonly used during the month of May in Norway to celebrate the last year of high school. Some identifiers of Bergen are the rain and the umbrella, since in Bergen rains most of the time and it is one of the cities where it rains the most in Europe.

5.11.3. Opportunities and strengths

Based in the audience, their lifestyle, and their context, in this section will be highlighted the main ideas of the opportunities and strengths of *Skål*.

On one hand, about the opportunities:

- Social media is constantly bringing up new tools and strategies to create content. The community is one of the important keys of social media. For this reason, it is so easy to create content based in the *trends* or popular content that are being shared in the platforms and spreading the content to expand the community even more. Therefore, the algorithm of most social media apps brings the opportunity to share the content to the audience that has an interest in your company or content created. This also permits building a community faster.
- The web series has a young people target and the people using social media the most are young people that are constantly being updated about the new features and opportunities that social media can bring.
- The web series is a Norwegian spoke series with English subtitles. Bringing this dual language can help to approach a wider range of people and being also a content that an international person could consume, as it could be a potential tourist in Bergen.
- Showing real events and locations around Bergen, brings the opportunity to promote the tourism around the city and showing real life events that the main characters, with whom you are empathizing as audience, are experiencing.

On the other hand, about the strengths:

- *Skål* is an open and free project that you can consume in the official TikTok , Instagram and webpage of ALT-KULTURE.
- Even it is a transmedia web series with extra content, you can choose to only consume the main web series and you can choose to watch the extra content or not. The audience will understand and can be able to follow the web series without consuming the rest of the content.
- Web series has been a successful format used on the Internet, since it can be consumed in different devices such as smartphones, smart TVs, or computers.
- The stories behind the main characters are stories to get easily empathize if you are a teenager.

- The real events of the companies are going to take place in real life so there is no need to fake it.

The cast of the web series aims to promote new talents in Bergen. For this reason, almost all the characters are from Bergen and the total are Norwegian.

5.11.4. Publicity strategy

About physical publicity, around the city of Bergen there will be hanged the official poster of the web series with a QR code to scan and go directly to stream the content in the Instagram profile. The reason why not putting the QR linked to the web page is because it is easier to follow an account in Instagram than saving the website to check it after. However, the official profile will have a link in the description that will lead the user to the official web page. When every episode is going to be streamed, there will be some posters hang for each episode in the locations where the episode take place. In social media, there will be some clues of the locations to find the poster and have the opportunity to watch the episode exclusively before updating it.

In TikTok and Instagram, there will appear paid publicity of the stories promoting the web series. Also, the company's social media profiles will share the web series and the project ALT-KULTURE through their posts and stories. Moreover, Visit Bergen will promote the project in their official webpage and social media since it promotes the events taken place in Bergen.

The strategy in TikTok and Instagram will be sharing clips of the episodes when being streamed and before that will work as a trailer to generate some *hype* in the audience, videos doing *trends* currently working out in the platform and short videos of the behind the scenes. The video trends will be done only in TikTok, and Instagram will help to promote the content more than creating it, even though it will have reels and videos in stories to promote the web series.

5.12. Financial planning

ALT-KULTURE project is produced by Laia Aguilar Vilalta with the collaboration with four small companies, and one of them non-profit. For this reason, most of the budget invested in the project will come from the crowdfunding platform Kickstarter and financial help from the state and institutions. The approximate budget for the first pilot production will be Kr 230.935,96 (23.093,60€).

SECTIONS	BUDGET
SPANISH AND NOWEGIAN PRODUCTION	ALT-KULTURE
Section 1 – Script and music	Kr 47.460 (4746€)
Section 2 – Artistic personal	Kr 39.960 (3996€)
Section 3 – Technical team	Kr 59.348,96 (5934,90€)
Section 4 – Scenery and decoration	Kr 6600 (660€)
Section 5 – Film studio and locations and other	Kr 7900 (790€)
Section 6 – Technical equipment and transport	Kr 23950 (2395€)
Section 7 – Trips, diets, and accommodation	Kr 3117 (311,7€)
Section 8 – Insurances	Kr 6.928,08 (692,81€)
Section 9 – Running, financial and commercial costs	Kr 45600 (4560€)
TOTAL	Kr 237.864,039 (23.786,40€)

SPECIFIC COSTS FOR EACH SECTION

Section 1 – Script and music

Based in the Supplementary Protection Certifications (SPCs), the intellectual property right that gives you the rights over a patent, the cost in Norway is kr 6500 (650€) annually and it can last for over 20 years. About the script writer, the web series has 2 script writers, one of them also a translator between English and Norwegian. The average spending in a script writer in Norway is around kr 360 (36€) per hour and of a translator of kr 280 (28€). The workflow for the pilot episode consists in a 8-hour workday during 2 days per week during a month. This is equivalent to 64 hours of work and in the case of the script writer is equivalent to kr 23.034 (2.303,40€) and in the case of the translator is equivalent to kr 17.920 (1.792€).

About the music, most music and sound effect may come from Epidemic Sound, a sound library platform that costs kr 490 (49€) monthly for a commercial use. Moreover, the project will also be using some sound and music from the free platforms YouTube Audio Library, RØDE Ambisonic Library, Freesound, SoundBible and Adobe Audition Sound Effects. If the pilot is successful, the option of subscribing in Epidemic Sound will become the main source of audio, since then, the project will use the free platforms and free artist collaboration that

give the permission to use their music as they can be Gabifuego, GKR, Ballinciaga and Slæm Dønk. Since most of the companies involved in the project are music festivals, getting permission to use music as promotional strategy is a realistic and easy situation to face. The script and music budget in total is Kr 48.930 (4893€).

Section 1 – Script and music				
N. OF SUBSECTION	CONCEPT	GROSS RENUMERATION	KR/€ PER HOUR	WORKING DAYS (8 HOURS)
1.1	Script	Kr 47.460 (4746€)		
1.1.1	Right patent	Kr 6500 (650€)		
1.1.2	Script writer	Kr 23.040 (2304€)		
1.1.3	Translator	Kr 17.920 (1792€)		
1.2	Music and sound	Kr 1470 (147€)		
1.2.1	Epidemic sound (3 months)	Kr 1470 (147€)		
TOTAL		Kr 48.930 (4893€)		

Section 2 – Artistic personal

All the salaries inside the teamwork of this project have been calculated based in the medium salaries analysed the platforms Salary Expert and Salary Explorer in Norway. The cast that plays for the main characters are being paid Kr 380 (38€) per hour and are going to work two days, that means 16 hours in total. The secondary characters are going to be paid Kr 320 (30€) per hour for one working day and the rest of the characters are going to be paid Kr 200 (20€) per hour for 4 hours. About the extras, they are going to be around 18-20 years old and are going to be paid Kr 135 (13,5€). The artistic personal budget in total is Kr 39.960 (3996€),

Section 2 – Artistic personal				
N. OF SUBSECTION	CONCEPT	GROSS RENUMERATION	KR/€ PER HOUR	WORKING DAYS (8 HOURS)
2.1	MAIN CHARACTERS	Kr 24.320 (2432€)		
2.1.1	Maxi	Kr 6080 (608€)		
2.1.2	Leah	Kr 6080 (608€)		
2.1.3	Maria	Kr 6080 (608€)		
2.1.4	Eric	Kr 6080 (608€)		
2.2	SECONDARY CHARACTERS	Kr 2560 (256€)		

2.2.1	Oskar	Kr 2560 (256€)	Kr 320 (30€)	1
2.3	OTHER CHARACTERS	Kr 12000 (1200€)		
2.3.1	Leah's mother	Kr 400 (40€)	Kr 200 (20€)	½
2.3.2	Eric's father	Kr 400 (40€)	Kr 200 (20€)	½
2.4	Maxi's mother	Kr 400 (40€)	Kr 200 (20€)	½
2.4.1	EXTRAS	Kr 1080 (108€)		
2.4.2	10 classmates	Kr 540 (54€)	Kr 135 (13,5€)	½
2.4.3	3 Oskar's friends	Kr 540 (54€)	Kr 135 (13,5€)	½
Total		Kr 39.960 (3996€)		

Section 3 – Technical team

The next salaries have been compared to the medium salary in Norway for each sector as it has been stated before. The filming of the pilot will take 2 working days of 16 hours in total. However, some technicians from the team must spend more working days because of its role in the project. The director, the assistant director, the producer, and the executive producer will spend 8 working days of 8 hours each day to prepare the project and produce it. The photography director will meet with the director and its assistant to prepare the work during the filming and for this reason the photography director will spend 4 working days. This is also the same situation for the sound director and the postproduction sound manager. For the rest, they will work during one working day during the filming. In total, all the salaries from the technical team make a total of Kr 59.348,96 (5934,90€).

Section 3 – Technical team				
N. OF SUBSECTION	CONCEPT	GROSS RENUMERATION	KR/€ PER HOUR	WORKING DAYS (8 HOURS)
3.1	DIRECTION	Kr 22400 (2240€)		
3.1.1	Director	Kr 12.800 (1280€)	Kr 200 (20€)	8
3.1.2	Assistant director	Kr 9600 (960€)	Kr 150 (15€)	8
3.2.	PRODUCTION	Kr 21120 (2112€)		
3.2.1	Producer	Kr 11520 (1152€)	Kr 180 (18€)	8
3.2.2	Executive producer	Kr 9600 (960€)	Kr 150 (15€)	8
3.3	PHOTOGRAPHY	Kr 3.416,64 (341,66€)		
3.3.1	Photography director	Kr 2.888,64 (288,64€)	Kr 90,27 (9,3€)	4

3.3.2	Camera operator	Kr 528 (52,8€)	Kr 66 (6,6€)	1
3.4	DECORATION	Kr 1.444,32 (144,43€)		
3.4.1	Art director	Kr 1.444,32 (144,43€)	Kr 90,27 (9,3€)	2
3.5	COSTUME DEPARTMENT	Kr 896 (89,6€)		
3.5.1	Costume assistant	Kr 896 (89,6€)	Kr 56 (5,6€)	2
3.6	MAKE UP	Kr 896 (89,6€)		
3.6.1	Make up assistant	Kr 896 (89,6€)	Kr 56 (5,6€)	2
3.7	HAIRDRESSER DEPARTMENT	Kr 896 (89,6€)		
3.7.1	Hairdresser assistant	Kr 896 (89,6€)	Kr 56 (5,6€)	2
3.8	SOUND	Kr 5.474 (547,4€)		
3.8.1	Sound director	Kr 2464 (246,4€)	Kr 77 (7,7€)	4
3.8.2	Sound assistant	Kr 546 (45,6€)	Kr 57 (5,7€)	1
3.8.3	Postproduction sound	Kr 2464 (246,4€)	Kr 77 (7,7€)	4
3.9	EDITING	Kr 2620 (262€)		
3.9.1	Editor	Kr 2620 (262€)	Kr 65,5 (6,55€)	5
3.10	TECHNICIANS	Kr 1082 (108,2€)		
3.10.1	Technician director	Kr 536 (53,6€)	Kr 67 (6,7€)	1
3.10.2	Technician assistant	Kr 546 (45,6€)	Kr 57 (5,7€)	1
Total		Kr 59.348,96 (5934,90€)		

Section 4 – Scenery and decoration

About the scenery and decoration, the amount of gross remuneration has been calculated approximately based in the experience during the events already done by the companies. The total of budget addressed to these sections is Kr 6600 (660€) in total.

Section 4 – Scenery and decoration		
N. OF SUBSECTION	CONCEPT	GROSS REMUNERATION
4.1	Decoration	Kr 1000 (100€)
4.1.1	Diverse decoration for spaces	Kr 1000 (100€)
4.2	Ambience setting	Kr 600 (60€)
4.2.1	Props (<i>atrezzo</i>)	Kr 600 (60€)
4.3	Costume/clothes	Kr 4000 (400€)
4.3.1	Characters clothes	Kr 4000 (400€)

4.4	Other	Kr 1000 (100€)
4.4.1	Hairdresser equipment	Kr 500 (50€)
4.4.2	Make up equipment	Kr 500 (50€)
Total		Kr 6600 (660€)

Section 5 – Film studio and locations and other

Based in the research of prices done, the gross remuneration of the rentals have been calculated approximately based in the mid-price established in the platform Kayak. The rest of it has been split in other production costs based in the total of the budget addressed to this section. About the public spaces, the project needs an authorisation to have the rights to film in there, but there is no cost added to it since the companies involved are already registered in Bergen Kommune.

Section 5 – Film studio and locations and other		
N. OF SUBSECTION	CONCEPT	GROSS RENUMERATION
5.1	Locations rental	Kr 6000 (600€)
5.1.1	Rental houses (4)	Kr 4000 (400€)
5.1.1	Rental Saint Paul Gymnas	Kr 2000 (200€)
5.2	Other production costs	Kr 1900 (190€)
5.2.1	Cleaning	Kr 200 (20€)
5.2.2	Printing documents	Kr 200 (20€)
5.2.3	Other costs	Kr 1500 (150€)
Total		Kr 7900 (790€)

Section 6 – Technical equipment and transport

This section contemplates the rental of the different technical equipment based in the webpage Borrowlenses and Gearbooker. On the other hand, the teamwork already has its own HP OMEN 15 laptop and two 2TB hard drives. Moreover, the editing software that will be use is Davinci Resolve, a free and open software created by Blackmagic camera company. The total cost of this sections is Kr 23950 (2395€).

Section 6 – Technical equipment and transport		
N. OF SUBSECTION	CONCEPT	GROSS RENUMERATION
6.1	Technical equipment	Kr 23950 (2395€)
6.1.1	Film camera 1 + batteries: Blackmagic pocket camera BMPCC6K	Rental Kr 1750 / day For 3 days Kr 5.250 (525€)

6.1.2	Film objective 1: SIGMA 50-100MM F/1.8 DC HSM ART CANON EF-S	Rental Kr 300 / day For 3 days	Kr 900 (90€)
6.1.3	Film objective 2: Sigma 18-35mm T2 Cine EF Mount	Rental Kr 300 / day For 3 days	Kr 900 (90€)
6.1.4	Tripod: Manfrotto 504HD Head/546GB Tripod/114MV Dolly Kit	Rental Kr 200 / day For 3 days	Kr 600 (20€)
6.1.5	Steadicam: DJI Ronin-M	Rental Kr 250 / day For 3 days	Kr 750 (75€)
6.1.6	External monitor: Blackmagic Video Assist 7in 6G	Rental Kr 114 / day For 3 days	Kr 342 (34,2€)
6.1.7	4 x SD cards of 128 GB UHS-I U3	Rental Kr 140 / week For 1 week	Kr 560 (56€)
6.1.8	2 x 2TB Hard drives	Own Each one Kr 699 (69,9€)	Kr 1398 (139,8)
6.1.9	Lighting set: Lowel TotalLED 3- Light Kit	Rental Kr 120 / day For 3 days	Kr 350 (35€)
6.1.10	Sound equipment (sound recorder, microphone, and microphone pole): Zoom H4n Pro 4- Track Recorder,	Rental Kr 200 /day For 3 days	Kr 600 (60€)
6.1.11	Laptop OMEN 15	Own Kr 12000	Kr 12000 (1200€)
6.1.12	3 x Extension cable	Own Kr 100/stk	Kr 300 (30€)
Total			Kr 23950 (2395€)

Section 7 – Trips, diets, and accommodation

For making the transport during the filming easier, a Nissan NV200 van will be rent for 1 day and all the diets will be covered with a general buffet for the crew.

Section 7 – Trips, diets, and accommodation		
N. OF SUBSECTION	CONCEPT	GROSS RENUMERATION

7.1	TRANSPORT	Kr 1 117 (111,7€)
7.1.1	Transport Nissan NV200 Rental 1 day	Kr 1 117 (111,7€)
7.2	ACCOMODATION AND DIET	Kr 2000 (200€)
7.2.1	Diet	Kr 2000 (200€)
Total		Kr 3117 (311,7€)

Section 8 – Insurances

Based in Wrapbook webpage, the 3% of the total budget will be use for the insurance during the filming. About the rental insurance, the price of the rental already includes the insurance of the products. The total budget addressed to this section is Kr 6.928,08 (692,81€).

Section 8 – Insurances		
N. OF SUBSECTION	CONCEPT	GROSS RENUMERATION
8.1	INSURANCE	Kr 6.928,08 (692,81€)
8.1.1	Equipment insurance	(Included in rental)
8.1.2	Individual insurance	Kr 6.928,08 (692,81€)
Total		Kr 6.928,08 (692,81€)

Section 9 – Running, financial and commercial costs

Based in the price rates of each platform, the advertising used for the web series will be Kr 45600 (4560€).

Section 9 – Running, financial and commercial costs				
N. OF SUBSECTION	CONCEPT	GROSS RENUMERATION	KR/€ PER HOUR	WORKING DAYS (8 HOURS)
9.1	Advertising	Kr 45600 (4560€)		
9.1.1	Community manager	Kr 43200 (4320€)	Kr 270 (27€)	20
9.1.2	4 x advertising strategy on Instagram	Kr 2000 (200€)		
9.1.3	2 x advertising strategy on TikTok	Kr 100 (100€)		
9.1.4	2 x advertising strategy on YouTube	Kr 300 (300€)		
Total		Kr 45600 (4560€)		

6. *PILLS* STORY BIBLE

6. *PILLS* STORY BIBLE

6.1. Idea

6.1.1. Logline

A social media documentary series that the four companies OK Kontor, Bergen Assembly, HOT!HOT!HOT! Festival and Vill Vill Vest during the creation of “*Pills*” cultural event in Bergen.

6.1.2. Tagline

Keeping culture in Bergen united.

6.2. Short synopsis/storyline

Bergen is a small city in Norway where it rains almost all the time. However, it is known for its charming places where you can learn about its fishing past and present. Moreover, there are a lot of cultural events happening that keep the city alive even when the rains come. Ok Kontor, Bergen Assembly, Hot!Hot!Hot! Festival and Vill Vill Vest are four cultural companies that collaborate to bring joy into the city with “*Pills*”, a multicultural event taken place in Bergen that bring small doses of different cultural activities.

6.3. Technical specifications (Format and data sheet)

Title: <i>Pills</i>	Executive producer: Laia Aguilar Vilalta
Format: Web series (90 seconds)	Producer: ALT-KULTURE
Genre: Documentary	Cast: Simen Korneliussen, Ingrid Roen, Christa Mako and Mario Urban Mannsåker
Time: 1 min / 6 episodes	
Director: Laia Aguilar Vilalta	
Directors' assistant: Simen Korneliussen, Ingrid Roen, Christa Mako and Mario Urban Mannsåker	
Script: Laia Aguilar Vilalta	

6.4. Format, genre, and episodes

6.4.1. Format and genre

Pills is a short documentary series for social media (Instagram and TikTok) to promote the four companies involved in ALT-KULTURE project. The *Pills* video series consists in six shorts 90-seconds videos and a general video trailer of one minute for each company showing their objectives, their work and what they do. This non-fiction videos will be available on the Instagram of each company as a Reels format video, a 16:9-dimension video of 90 seconds, in TikTok in the same format as in Instagram, and in the general webpage of ALT-KULTURE project. The main content of the videos will be interviews and footage from events and work of the companies and new filming during the process of creation of the event “*Pills*”. “*Pills*” is a real-life event created by these four companies where people and the ALT-KULTURE project audience will have the opportunity to become part. The event consists in three cultural variants: music, food, and art performances. The objective of the event is to get people involved with the culture in Bergen and let them collaborate bringing this potential event alive. The main value of ALT-KULTURE project is showing the importance of collaboration in the alternative cultural scene in Bergen, and this event wants to represent this value as well.

6.4.2. Episodes

EPISODE 1: The companies

In the first episode, each company representant (Simen Korneliussen for Vill Vill Vest, Ingrid Roen for Hot!Hot!Hot! Festival, Christa Mako for Bergen Assembly, and Mario Urban Mannsåker for Ok Kontor) will be interviewed. They will talk about different topics: the city of Bergen, who they are, their values and what they do. Finally, all of them will be reunited in the same place and they will talk about collaborating and creating “*Pills*” event and its objective: bring all the people together to get to know the alternative culture in Bergen.

EPISODE 2: Vill Vill Vest

The second episode will show the point of view of the company Vill Vill Vest creating “*Pills*” event. Its role is to bring different artist to perform doing concerts during the event. The main idea they want to show is that music helps keeping united people. Moreover, during the episode there will be some references to previous work of Vill Vill Vest musical festival with already filmed footage.

EPISODE 3: Bergen Assembly

The third episode will show the point of view of the company Bergen Assembly creating “*Pills*” event. Its role is to bring different artist to perform doing participative art performances and exhibitions during the event that lets people collaborate. The main idea they want to show is that art can be a collaborative activity and diverse. Moreover, during the episode there will be some references to previous work of Bergen Assembly art events with already filmed footage.

EPISODE 4: Hot!Hot!Hot! Festival (food market and vans)

The fourth episode will show the point of view of the company Hot!Hot!Hot! Festival creating “*Pills*” event. Its role is to bring different food vans and create a diverse food market during the event. The main idea they want to show is that food, as music and art does, helps keeping united people and is something that everyone shares with the rest of people. Moreover, during the episode there will be some references to previous work of the company events with already filmed footage.

EPISODE 5: Ok Kontor

The fifth episode will show the point of view of the company OK Kontor creating “*Pills*” event promotion strategy and hanging the promotional posters around the city. Its role is to reflect the essence of the event in the promotion and showing different places around Bergen while the promotional posters are being hung. Moreover, during the episode there will be some references to previous OK Kontor work with already filmed footage.

EPISODE 6: *Pills*

This episode works as a recapitulation of all the work done by the companies and how the final event is. This video will show the different activities done and how the people enter the event. This “*Pills*” episode will work as a short trailer for the after movie that will be published after the event.

6.5. Style

6.5.1. Projects artistic treatment

Pills aims to be a documentary video series with an educational and entertainment role. For this reason, the language will be a non-formal one to become closer to the audience and humoristic, since the final message is that culture can bring joy to you and the city of Bergen. About the colour treatment, the colour pallet will be a warm one since the main idea is to spread the message that, even though Bergen is a rainy city, culture can bring another vibe to the city and keep people together.

6.5.2. Audio-visual style

Pills video series are six 90-second episodes published in ALT-KULTURE and the companies' social media and platforms. Since each episode has a short video length, the objective is to make a final video for each episode that explains the most important information supported with images and videos. Also, there will be subtitles in English during all the video, since the original video will be most recorded in Norwegian, which is the official language in Bergen.

The video format is a 9:16 proportion with sound effects, music, video transitions between the interview part and the already filmed footage of the companies.

6.5.3. The effects we want to cause to the audience

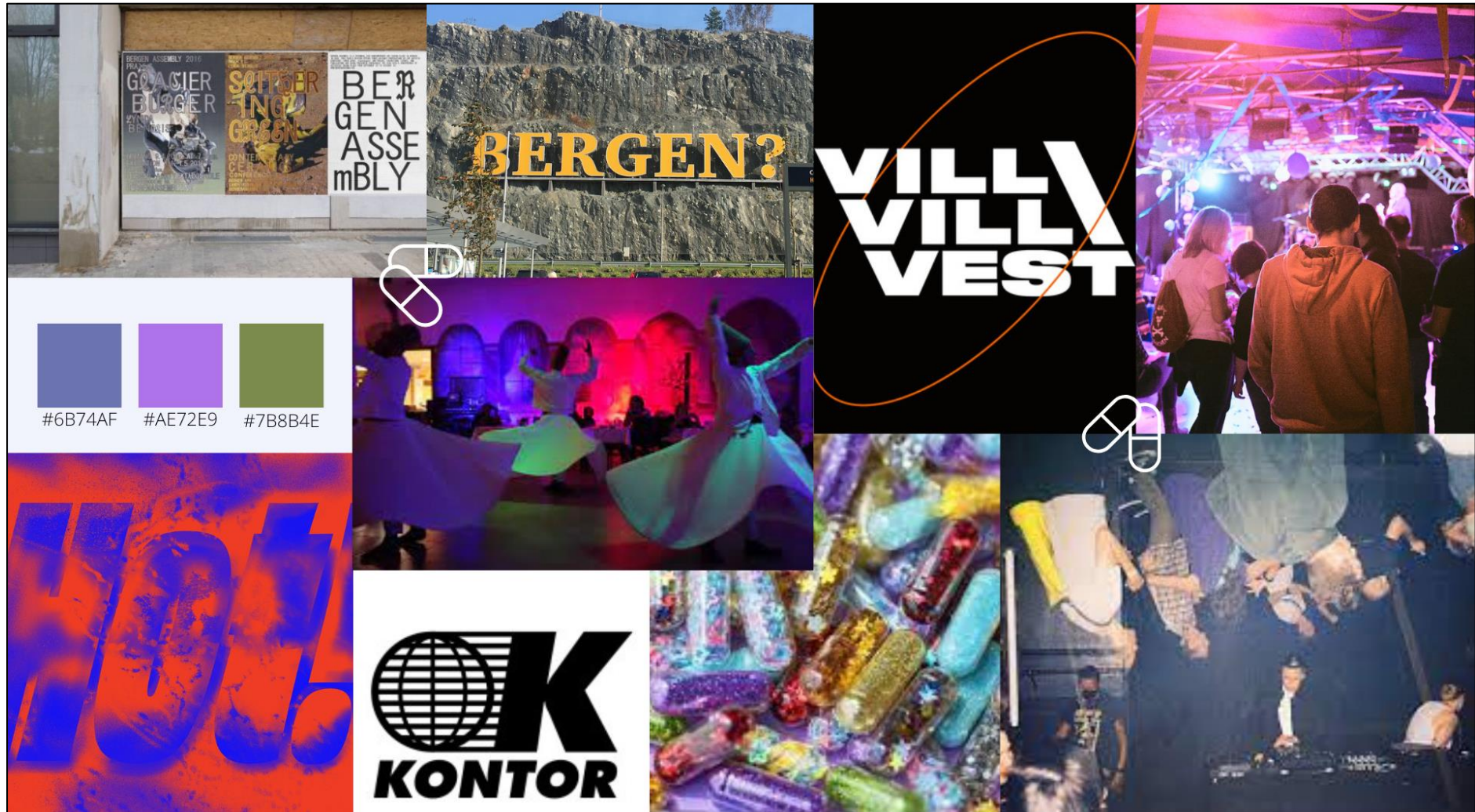
First, this video series have the objective to show the audience what is going on in Bergen and make them want to be part of the events. The second objective is to let people know the companies from a closer point of view and let them have the opportunity to join the team if they feel represented by the things the companies do.

6.5.4. References

Instagram and TikTok have brought the opportunity to create short but effective content to social media. For this reason, many accounts have found their place to place their informational content.

The account @spanishrevolution, a social-political Instagram account based in Spain, started to create informative videos about the social situation in Spain. The most remarkable feature of their editing is 9:16-dimension vertical videos with subtitles and big colourful typography in the main text and headlines. The use of music and sound effects are also characteristic with the objective of creating impact and other sensations, as cinema for example also does. On the other hand, @elhuffpost account also outstands for this “Reels” video and shares the same video features as @spanishrevolution account.

6.5.5. Mood board



(References to the specific images detailed in section 8. Bibliographic references)

6.6. The companies

6.6.1. Description

First, OK Kontor team, apart from wanting to do outstanding graphic and architectural work, they want to do what they can to create a social space for the respective communities (graphic design and architecture).

Second, Bergen Assembly is a non-profit organisation that makes a triannual/biannual big exhibition, a non-traditional and experimental event. Freedom is an important factor since everyone is invited. This big exhibition isn't only created to show the work done, but also, it's created to show people how institutions and artists work together through these experimental and flexible events, since they want humans coming together not only showing things. Through this video they want to show Bergen as a vibrant city where institutions work together.

Third, Vill Vill Vest aims to be a collaborative platform for organizers and the music industry in Bergen and in Western Norway. The festival strengthens the Bergen region's music environment and adjacent art forms and becomes a natural meeting point for national and international music industry and creative industries. Vill Vill Vest promotes new artists, strengthen the collaboration between music actors and build a stronger local, regional, and national music industry. Vill Vill Vest inspires the establishment of new businesses and strengthens their network in a global music market. Vill Vill Vest aims to be a visible and relevant showcase festival that illuminates the business potential in the music field and other cultural industries. The artist program at Vill Vill Vest is relevant and has a commercial appeal for both the Norwegian and international music industry. Vill Vill Vest is a welcoming organisation and festival and should strive to target a broad audience. All are welcome and all forms of racism, sexism are strictly prohibited (sounds better in norwegian, but you get the point)

Fourth, Hot!Hot!Hot! is a creative company under construction looking forward to expanding its presence in Bergen's culture scene. Most of their projects are born from a crazy idea start, as the collaboration of food and music in Hot!Hot!Hot! Festival. They are located in Verftet next to USF, one of the main stages for culture in Bergen.

6.7. Target

6.7.1. Description of the market section the product aims to reach

Pills is part of ALT-KULTURE project a transmedia project, which is present in most social media platforms and aims to make the audience to participative during its production. As it has been stated before in this document, most of the Norwegian people use their social media daily. Moreover, the young section of the Norwegian population is the one that is using most social media daily. For this reason, bringing a new audio-visual content to these platforms that are being used by the young target the project is looking forward to captivating will allow to explode the capacities of this project in its whole.

6.7.2. Lifestyle of this audience

As it has been stated before, the target audience uses their smartphones and laptops daily. For this reason, the audience is constantly consuming content in social media with Instagram, TikTok and YouTube. For example, when measuring the TikTok use in young Norwegian population, the result is that 41% of young people aged between 18-29 years old are using it daily (Norway Today Staff [NTS], 2022). And this number is constantly increasing since TikTok use is increasing constantly worldwide.

6.7.3. Reasons for reaching them

Since *Pills* is also a transmedia project that aims to make the audience collaborate and participate in social media during the event and its creation, it is important to reach young people that are the ones who are using the most social media and are constantly updated about the new tools in social media.

6.7.4. Strategies and elements that will hook on the audience

The first five episodes will be streamed before the even taking place. This will bring the opportunity the audience to show their support and what they would like to have during the event. The audience can participate giving its opinion through Instagram and TikTok comments. Feedback in the whole project is important to know what the audience wants and would they prefer. In the last episode, the audience will become part of the documentary series since the people will become the public of the event.

6.8. Commercial hook

6.8.1. Topics

Pills aims to be a promotional content for “*Pills*” event and for the companies involved in ALT-KULTURE project. The main topics treated in the video series are music, art, and food. However, this content is also used to stand out local projects in Bergen and show the importance the companies have in the cultural scene of the city. On the other hand, the videos also show some places and locals of Bergen. Therefore, *Pills* also wants to show that Bergen is also a city of tourism that have a lot of culture activities going on.

6.8.2. Identifying characteristics of the product

The most identifying idea of the documentary video series is a pill, that gives the name to the project. The concept of “*Pills*” means a collection of small doses of each type of culture activity, company, and also part of the creation of “*Pills*” event. On the other hand, the values of community and collaboration are constantly stand out during the documentary.

6.8.3. Opportunities and strengths

Based in the audience, their lifestyle, and their context, in this section will be highlighter the main ideas of the opportunities, and strengths of *Pills*, that are almost the same as *Skål* ones

On one hand, about the opportunities:

- Social media is constantly bringing up new tools and strategies to create content. The community is one of the important keys of social media. For this reason, it is so easy to create content based in the trends or popular content that are being shared in the platforms and spreading the content to expand the community even more. Therefore, the algorithm of most social media apps brings the opportunity to share the content to the audience that has an interest in your company or content created. This also permits building a community faster.
- The documentary video series has a young people target and the people using social media the most are young people that are constantly being updated about the new features and opportunities that social media can bring.
- The documentary video series is a Norwegian spoke series with English subtitles. Bringing this dual language can help to approach a wider range of people and being

also a content that an international person could consume, as it could be a potential tourist in Bergen.

- Showing real events and locations around Bergen, brings the opportunity to promote the tourism around the city and showing real life events that the main characters, with whom you are empathizing as audience, are experiencing.
- *Pills* allows to create new cultural event that becomes part of the cultural scene in Bergen and brings the opportunity to the audience to join it.

On one hand, about the strengths:

- *Pills* is an open and free project that you can consume in the official TikTok , Instagram and webpage of ALT-KULTURE.
- The stories told in the video series are real stories that concern the local people in Bergen, but also bring the opportunity to be known by tourist people.
- The events shown in the series are real events that have taken place in Bergen or that are going to take place in a future. This means people can feel represented because they may have attended these events in the past and feel closer to the content in the video series since it is local content.

6.8.4. Publicity strategy

About physical publicity, around the city of Bergen there will be hanged the official poster of the documentary series with a QR code to scan and go directly to stream the content in the Instagram profile. The reason why not putting the QR linked to the web page of ALT-KULTURE is because it is easier to follow an account in Instagram than saving the website to check it after. However, the official social media profile will have a link in the description that will lead the user to the official web page.

In TikTok and Instagram, there will appear paid publicity of the stories promoting the documentary video series. Also, the company's social media profiles will share the video series, the video trailer of their company, and the project ALT-KULTURE through their posts and stories. Moreover, Visit Bergen will promote the project in their official webpage and social media since it promotes the events taken place in Bergen.

The strategy in TikTok and Instagram will be sharing the videos when being streamed. Since the videos are a short-length format videos, they adapt perfectly to the format of TikTok and Instagram Reels.

6.9. Financial planning

ALT-KULTURE project is produced by Laia Aguilar Vilalta with the collaboration with four small companies, and one of them non-profit. For this reason, most of the budget invested in the project will come from the crowdfunding platform Kickstarter and financial help from the state and institutions. The approximate budget for the first documentary video production will be Kr 197.307,79 (19.730,78€). Since *Skål* is also a project from ALT-KULTURE, most of the technician team will be the same, but the filming will take place in different months. For this reason, is necessary to contemplate the expenses separately. However, there are some expenses as the cast budget that will be saved, since the ones involved in the interviews are the people from the companies that are having the project done.

SECTIONS	BUDGET
SPANISH AND NOWEGIAN PRODUCTION	ALT-KULTURE
Section 1 – Script and music	Kr 47.460 (4746€)
Section 2 – Technical team	Kr 59.348,96 (5934,90€)
Section 3 – Scenery and decoration	Kr 2600 (260€)
Section 4 – Film studio and locations and other	Kr 1900 (190€)
Section 5 – Technical equipment and transport	Kr 23950 (2395€)
Section 6 – Trips, diets, and accommodation	Kr 10.702 (1070,20€)
Section 7 – Insurances	Kr 5.746,83 (574,68€)
Section 8 – Running, financial and commercial costs	Kr 45600 (4560€)
TOTAL	Kr 197.307,79 (19.730,78€)

SPECIFIC COSTS FOR EACH SECTION

Section 1 – Script and music

Based in the Supplementary Protection Certifications (SPCs), the intellectual property right that gives you the rights over a patent, the cost in Norway is kr 6500 (650€) annually and it can last for over 20 years. About the script writer, the web series has 2 script writers, one of them also a translator between English and Norwegian. The average spending in a script writer in Norway is around kr 360 (36€) per hour and of a translator of kr 280 (28€). The

workflow for the pilot episode consists in a 8-hour workday during 2 days per week during a month. This is equivalent to 64 hours of work and in the case of the script writer is equivalent to kr 23.034 (2.303,40€) and in the case of the translator is equivalent to kr 17.920 (1.792€).

About the music, most music and sound effect may come from Epidemic Sound, a sound library platform that costs kr 490 (49€) monthly for a commercial use. Moreover, the project will also be using some sound and music from the free platforms YouTube Audio Library, RØDE Ambisonic Library, Freesound, SoundBible and Adobe Audition Sound Effects. If the pilot is successful, the option of subscribing in Epidemic Sound will become the main source of audio, since then, the project will use the free platforms and free artist collaboration that give the permission to use their music as they can be Gabifuego, GKR, Ballinciaga and Slæm Dønk. Since most of the companies involved in the project are music festivals, getting permission to use music as promotional strategy is a realistic and easy situation to face. The script and music budget in total is Kr 48.930 (4893€).

Section 1 – Script and music				
N. OF SUBSECTION	CONCEPT	GROSS RENUMERATION	KR/€ PER HOUR	WORKING DAYS (8 HOURS)
1.1	Script	Kr 47.460 (4746€)		
1.1.1	Right patent	Kr 6500 (650€)		
1.1.2	Script writer	Kr 23.040 (2304€)	Kr 360 (36€)	4
1.1.3	Translator	Kr 17.920 (1792€)	Kr 280 (28€)	4
1.2	Music and sound	Kr 1470 (147€)		
1.2.1	Epidemic sound (3 months)	Kr 1470 (147€)		
TOTAL		Kr 48.930 (4893€)		

Section 2 – Technical team

The next salaries have been compared to the medium salary in Norway for each sector as it has been stated before. The filming of the first video will take 2 working days of 16 hours in total. The first one, will be the filming of the interviews and the second one will be the selection of the already filmed footage. However, some technicians from the team must spend more working days because of its role in the project. The director, the assistant director, the producer, and the executive producer will spend 8 working days of 8 hours each day to

prepare the project and produce it. The photography director will meet with the director and its assistant to prepare the work during the filming and for this reason the photography director will spend 4 working days. This is also the same situation for the sound director and the postproduction sound manager. For the rest, they will work during one working day during the filming. In total, all the salaries from the technical team make a total of Kr 59.348,96 (5934,90€).

Section 2 – Technical team				
N. OF SUBSECTION	CONCEPT	GROSS RENUMERATION	KR/€ PER HOUR	WORKING DAYS (8 HOURS)
3.1	DIRECTION	Kr 22400 (2240€)		
3.1.1	Director	Kr 12.800 (1280€)	Kr 200 (20€)	8
3.1.2	Assistant director	Kr 9600 (960€)	Kr 150 (15€)	8
3.2.	PRODUCTION	Kr 21120 (2112€)		
3.2.1	Producer	Kr 11520 (1152€)	Kr 180 (18€)	8
3.2.2	Executive producer	Kr 9600 (960€)	Kr 150 (15€)	8
3.3	PHOTOGRAPHY	Kr 3.416,64 (341,66€)		
3.3.1	Photography director	Kr 2.888,64 (288,64€)	Kr 90,27 (9,3€)	4
3.3.2	Camera operator	Kr 528 (52,8€)	Kr 66 (6,6€)	1
3.4	DECORATION	Kr 1.444,32 (144,43€)		
3.4.1	Art director	Kr 1.444,32 (144,43€)	Kr 90,27 (9,3€)	2
3.5	COSTUME DEPARTMENT	Kr 896 (89,6€)		
3.5.1	Costume assistant	Kr 896 (89,6€)	Kr 56 (5,6€)	2
3.6	MAKE UP	Kr 896 (89,6€)		
3.6.1	Make up assistant	Kr 896 (89,6€)	Kr 56 (5,6€)	2
3.7	HAIRDRESSER DEPARTMENT	Kr 896 (89,6€)		
3.7.1	Hairdresser assistant	Kr 896 (89,6€)	Kr 56 (5,6€)	2
3.8	SOUND	Kr 5.474 (547,4€)		
3.8.1	Sound director	Kr 2464 (246,4€)	Kr 77 (7,7€)	4
3.8.2	Sound assistant	Kr 546 (45,6€)	Kr 57 (5,7€)	1
3.8.3	Postproduction sound	Kr 2464 (246,4€)	Kr 77 (7,7€)	4
3.9	EDITING	Kr 2620 (262€)		
3.9.1	Editor	Kr 2620 (262€)	Kr 65,5 (6,55€)	5
3.10	TECHNICIANS	Kr 1082 (108,2€)		

3.10.1	Technician director	Kr 536 (53,6€)	Kr 67 (6,7€)	1
3.10.2	Technician assistant	Kr 546 (45,6€)	Kr 57 (5,7€)	1
Total		Kr 59.348,96 (5934,90€)		

Section 3 – Scenery and decoration

About the scenery and decoration, the amount of gross remuneration has been calculated approximately based in the experience during the events already done by the companies. The total of budget addressed to these sections is Kr 2600 (260€) in total.

Section 3 – Scenery and decoration		
N. OF SUBSECTION	CONCEPT	GROSS RENUMERATION
4.1	Decoration	Kr 1000 (100€)
4.1.1	Diverse decoration for spaces	Kr 1000 (100€)
4.2	Ambience setting	Kr 600 (60€)
4.2.1	Props (<i>atrezzo</i>)	Kr 600 (60€)
4.3	Other	Kr 1000 (100€)
4.3.1	Hairdresser equipment	Kr 500 (50€)
4.3.2	Make up equipment	Kr 500 (50€)
Total		Kr 2600 (260€)

Section 4 – Film studio and locations and other

Most of the interviews will be filmed in a film studio in Kulturhuset and the companies' locals. For this reason, there won't be any added cost. About the public spaces, the project needs an authorisation to have the rights to film in there, but there is no cost added to it since the companies involved are already registered in Bergen Kommune. The total cost of this section is Kr 1900 (190€).

Section 4 – Film studio and locations and other		
N. OF SUBSECTION	CONCEPT	GROSS RENUMERATION
5.1	Other production costs	Kr 1900 (190€)
5.1.1	Cleaning	Kr 200 (20€)
5.1.2	Printing documents	Kr 200 (20€)
5.1.3	Other costs	Kr 1500 (150€)
Total		Kr 1900 (190€)

Section 5 – Technical equipment and transport

This section contemplates the rental of the different technical equipment based in the webpage Borrowlenses and Gearbooker. During the same day, there's the possibility of filming two-episode interview. This way, the rental will be cheaper than filming in two different days. On the other hand, the teamwork already has its own HP OMEN 15 laptop and two 2TB hard drives. Moreover, the editing software that will be use is Davinci Resolve, a free and open software created by Blackmagic camera company. The total cost of this sections is Kr 23950 (2395€).

Section 5 – Technical equipment and transport			
N. OF SUBSECTION	CONCEPT		GROSS RENUMERATION
6.1	Technical equipment		Kr 23950 (2395€)
6.1.1	Film camera 1 + batteries: Blackmagic pocket camera BMPCC6K	Rental Kr 1750 / day For 3 days	Kr 5.250 (525€)
6.1.2	Film objective 1: SIGMA 50-100MM F/1.8 DC HSM ART CANON EF-S	Rental Kr 300 / day For 3 days	Kr 900 (90€)
6.1.3	Film objective 2: Sigma 18-35mm T2 Cine EF Mount	Rental Kr 300 / day For 3 days	Kr 900 (90€)
6.1.4	Tripod: Manfrotto 504HD Head/546GB Tripod/114MV Dolly Kit	Rental Kr 200 / day For 3 days	Kr 600 (20€)
6.1.5	Steadicam: DJI Ronin-M	Rental Kr 250 / day For 3 days	Kr 750 (75€)
6.1.6	External monitor: Blackmagic Video Assist 7in 6G	Rental Kr 114 / day For 3 days	Kr 342 (34,2€)
6.1.7	4 x SD cards of 128 GB UHS-I U3	Rental Kr 140 / week For 1 week	Kr 560 (56€)
6.1.8	2 x 2TB Hard drives	Own Each one Kr 699 (69,9€)	Kr 1398 (139,8)
6.1.9	Lighting set: Lowel TotalLED 3-Light Kit	Rental Kr 120 / day For 3 days	Kr 350 (35€)
6.1.10	Sound equipment (sound recorder,	Rental Kr 200 /day	Kr 600 (60€)

	microphone, and microphone pole): Zoom H4n Pro 4-Track Recorder,	For 3 days	
6.1.11	Laptop OMEN 15	Own Kr 12000	Kr 12000 (1200€)
6.1.12	3 x Extension cable	Own Kr 100/stk	Kr 300 (30€)
Total			Kr 23950 (2395€)

Section 7 – Trips, diets, and accommodation

For making the transport during the filming easier, a Nissan NV200 van will be rent for 6 days and all the diets will be covered with a general buffet for the crew.

Section 7 – Trips, diets, and accommodation		
N. OF SUBSECTION	CONCEPT	GROSS RENUMERATION
7.1	TRANSPORT	kr 6.702 (670,20€)
7.1.1	Transport Nissan NV200 Rental 6 day	kr 6.702 (670,20€)
7.2	ACCOMODATION AND DIET	Kr 4000 (400€)
7.2.1	Diet	Kr 4000 (400€)
Total		Kr 10.702 (1070,20€)

Section 8 – Insurances

Based in Wrapbook webpage, the 3% of the total budget will be use for the insurance during the filming. About the rental insurance, the price of the rental already includes the insurance of the products. The total budget addressed to this section is Kr 5.746,83 (574,68€).

Section 8 – Insurances		
N. OF SUBSECTION	CONCEPT	GROSS RENUMERATION
8.1	INSURANCE	Kr 5.746,83 (574,68€)
8.1.1	Equipment insurance	(Included in rental)
8.1.2	Individual insurance	Kr 5.746,83 (574,68€)
Total		Kr 5.746,83 (574,68€)

Section 9 – Running, financial and commercial costs

Based in the price rates of each platform, the advertising used for the web series will be Kr 45600 (4560€).

Section 9 – Running, financial and commercial costs				
N. OF SUBSECTION	CONCEPT	GROSS RENUMERATION	KR/€ PER HOUR	WORKING DAYS (8 HOURS)
9.1	Advertising	Kr 45600 (4560€)		
9.1.1	Community manager	Kr 43200 (4320€)	Kr 270 (27€)	20
9.1.2	4 x advertising strategy on Instagram	Kr 2000 (200€)		
9.1.3	2 x advertising strategy on TikTok	Kr 100 (100€)		
9.1.4	2 x advertising strategy on YouTube	Kr 300 (300€)		
Total		Kr 45600 (4560€)		

7. CONCLUSIONS

7. CONCLUSIONS

The general conclusion of this project is that, even though I had the objective of producing a brief trailer or a first draft of the pilot web series, the pre-production phase has been successfully archived. The creative part has been present during all the process, but also has brought me the opportunity to expand my knowledge about advertising and the different forms of doing it. The objectives stated in the pre-production phase have been achieved. Since all the strategies of the branded content project haven't been defined, analysed, and exposed in this document.

About the difficulties, the planning of the project included the production and filming of the first episode of the documentary series Pills and the trailer for the web series. However, this has not been possible due to the internal planning of the companies and, as it is a brand content project, the involvement of the companies was essential, and that part has failed. Even so, the bases of the project are established, and it is intended to continue advancing its production outside the delivery period of this document. This could be the main difficulty of the work. The second difficulty is the process of immersion in a totally different culture and society than the one I am used to in Spain. Initially, ignorance of how companies work has become a process of adaptation in a new environment in which I had never found myself before. In any case, this process has been a process of learning and personal fulfilment, having left my comfort zone and having broken the pre-marked limits in other projects.

On the other hand, there have been other aspects that have made the process of creating ALT-KULTURE much easier. Although it is a double-edged sword, the autonomy and independence that the companies have given me throughout the project have made it possible to experiment and bring advertising content to the audio-visual field. The companies have always trusted my decision-making and have always defended that they are willing to help in any situation.

This project has been always something more than a final grade project. It came from the experience of living abroad and experiencing new professional and personal environments. This project has brought me the opportunity to know how the audio-visual market works in Bergen and Norway in general, and also to collaborate and work with Norwegian companies. Moreover, ALT-KULTURE has been always stated as a real project on which all the companies have trust from the beginning, since they are looking forward to creating new outstanding content.

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9. ANNEX

9. ANNEX

9.1. ALT-KULTURE

NOTION NOTES

1. Referents and inspirations

I've been doing some research about this type of **branded content**, that is basically a content created by a company (or in this case by some of them) that helps to promote itself but with creative content as a short film, a film or a web series.

Basically, I didn't find anything done by music festivals as in the case of Vill Vill Vest and Hot!Hot!Hot!Festival or other organisations as Bergen Assembly and OK Kontor. We have probably heard a lot of brands as Nike or Corona that have done many different fictions content to promote the values of the brand.

Some examples:

- Nike —> Documentary HBO [“The Day Sports Stood Still”](#)
- Corona —> Webserie [“Free Range Humans”](#)
 - In this series each episode shows a story in a 7/8 minute video. They are more documental videos but they can also work as a referent of format.
- H&M —> Shortfilm [“Come together”](#)

These are only some examples that I already knew about, and I think we can do something like this and promote Bergen's culture events through this type of perspective and through your companies.

Then I remembered a show called *Betty* and the movie *Skate Kitchen* from HBO. It's basically a fictional TV Show and a movie of a group of girls who skateboard. It's fiction but it's also a documentary (docufiction show) because it is based in the real story of the crew Skate Kitchen and the real girls from this group are the ones who are acting in the TV Show. Of course, there are some fake plots in the show but there are also some real things happening there and everyday moments as a documentary.

- Skate Kitchen —> [The real instagram account](#) // [The movie trailer](#) // [The TV Show trailer](#)

This could be also a referent or inspiration for the project.

Brainstorming ideas

When I first met Simen he told me the idea of creating a shortfilm/video of a group of friends getting around the Festival Vill Vill Vest, instead of doing a normal aftermovie video that only recaps the best moments of the festival.

Considering the referents I told you and this idea, we can work in something that works as a docufiction short film that shows how you work through the culture events in Bergen. This is a good way to promote each company and also promote Bergen's events as a city of culture.

Since it's a lot of work, it could start as a promotional fiction video and if it works well and people likes it could also expand it to something a bit bigger as a mini webseries around this idea.

It's important to think about the platform or various platforms we are going to upload this video, since normally people use Youtube, but there has been other projects going around Instagram Reels and Tiktok. I will look for some examples. Depending on the platform I have to think about (work on second and third week) :

- The format (time, video techniques, etc)
- If it's good for the project's target
- The referents in that platform that have done something similar. And see if there isn't any, why?
- Think about some transmedia strategies. For example, depending on the final format and idea, some festivals might be going on when the final video or videos are post. So might be a good idea to create parallel content that are related between fiction and reality.

2. Conclusions after week 1 and 2 (analysing footage)

- **Hot!Hot!Hot footage**

- From the food festival: good footage of people but also the DJ and food events. But I think most of this content has an after movie point of view (as it has been done). So maybe it can be used to give some context during the film but it won't add narrative speech to the story.
- DJ and music stages: the footage has good quality and there are some general and close shots that give some context value if we reuse them in the "main project video".
- Conclusion: if we finally choose to do a fiction video that shows Bergen and its culture, this footage can be used as general shots for context between the narrative and also to give more meaning to the life in Bergen. As we can also use some city shots to show Bergen; if we choose to do a recompilation and documentary video, more than a fiction one, we can use most of the footage to give example of the events and context. Apart from videos from interviews.

- **Bergen Assembly footage**

- Hardrives
- Vimeo

3. Main idea

"Create a promotional video to show how Bergen Assembly, Vill Vill Vest, Ok Kontor and MERFilm collaborate to contribute to make Bergen a cultural city"

This is the common idea all of you had about the main project of my internship. Also, Simen had a talk with me with a not-that-traditional idea that I also liked and I kept thinking about it.

When I first met Simen he told me the idea of creating a short film/video of a group of friends getting around the Festival Vill Vill Vest, instead of doing a normal after movie video that only recaps the best moments of the festival.

This is basically a type of **branded content video** called "**advertainment**" that is basically a project that promotes de brand or company but also works as an entertainment film for the viewers.

About branded content there are some examples going around the internet created by big and small brands.

Referents and inspirations

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Some examples:

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These are only some examples that I already knew about, and I think we can do something like this and promote Bergen's culture events through this type of perspective and through your companies.

Then I remembered a show called *Betty* and the movie *Skate Kitchen* from HBO. It's basically a fictional TV Show and a movie of a group of girls who skateboard. It's fiction but it's also a documentary (docufiction show) because it is based in the real story of the crew Skate Kitchen and the real girls from this group are the ones who are acting in the TV Show. Of course, there are some fake plots in the show but there are also some real things happening there and everyday moments as a documentary.

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This could be also a referent or inspiration for the project.

Referents in promotional videos:

- Visit Bergen created a promotional video of Bergen in 2020 and another one in 2018. It is a recompilation of videos of activities, the best sightseeing and other events. This works as a trailer. In this case we can establish the differences between the video we are creating and the one that Visit Bergen created. But it could also work for Visit Bergen, since it is a video that will promote the culture of Bergen, not Bergen in general as it has been already done.
- Visit Bergen also created a klassisk kultur in Bergen video. But as we know, our video is going to look for the more alternative culture side of Bergen.

Brainstorming ideas

- **OPTION 1:** 5/10 minutes docufiction video

Keeping with the idea of a trailer. If we keep with this idea we can work on a simple story told by one main character. I imagine this video as one of these films with the main character as a Narrator.

The style I imagine at first is with doodles all through the footage as the narrator explains the things that are going on in the story.

There has been this TikTok trend where you present each of the members of your group of friends in this type of style. We could manage to get that type of style, because it also works in one of the most used apps these days.

This idea reminds me of the video that Vill Vill Vest made with Jonas around the city of Bergen to show the different scenes where the festival was going to take place.

PROS

New content

CONS

we can't use the already filmed content as the main content

PROS

CONS

A different way of promotion (not on maybe is a video too short to show all the aftermovie, a “premovie”) values and events that want to show

It doesn't take that much work because of its duration we have to create new content

- **OPTION 2:** 5/10 documentary video

We can use most of the footage we have since it will work as video material while the interview or the dialogue is happening. Then we'll have to create more videos with action content and also the “interview” part of it that may be useful to promote the organisations.

PROS

CONS

We have the opportunity to show all the events and values Maybe it's too traditional (Even though we can look to a crazy idea even though it's a documentary thing)

We can use most of the footage Also it maybe doesn't get new people attention and only the people who already knows about the companies and festivals.

- **OPTION 3:** miniseries fiction web series

Keeping with the advertainment idea but with a miniseries format. We could make a five minutes episode (6 in total). In the same way as a OPTION 1. The characters, through a fiction story, will show their lifestyle that is related to the events taken place in Bergen.

Expand the idea of the group of friends going around Bergen and getting to know the organisations and festivals that make the fun and culture possible in the city. It could be like a 5/7 minutes episode.

It could work as TV Shows as “Skins” or “Skam”: a general pilot episode, and then one video for each character and then a final one also general. Imagine a group of four people:

Young characters (18-22)

Some ideas around the values and the way that are represented in the characters:

- Each of the characters represents each organisation; as friends they are different but they come along together and they collaborate
- Young target, but I can also explore more than that

Character 1 (C1)

Reference: Vill Vill Vest

Spontaneous; impulsive; alternative; cool outside, with a deep world inside; understood by traditional parents

C1 is a music lover; loves to make his music and looks forward to make it his/her future. However, his/her traditional family doesn't look that excited for his/her dream career, since they think he/she should be studying something with more professional opportunities.

Character 2 (C2)

Reference: Filmmaker Film

Multifaceted; leader; adaptive

C1 is the one who always brings the camera and always has everything documented; something that seems unnoticed by the rest, probably has been already filmed by C2.

Character 3 (C3)

Reference: Bergen Assembly

Organised; justice and inclusive; nontraditional

Character 4 (C4)

Reference: OK Kontor

Silent but with a whole world inside; unexpected;

All: creative; supportive; collaborative; artistic; nonconformists

- **OPTION 4:** The “Big” Project

This idea is a mixed combination of all the ideas. It's a full experience project, a promotion strategy that contemplates digital promo, traditional one and advertainment promo. Also it can be used as a transmedia project.

I think the main idea here is to show that you can become one of our characters with their funny lives if you want to, because all the things they do are real and are taking place in Bergen.

Target: Bergen people/Norwegian people + international and visitors.

Some needs to shape the final idea

Considering the referents I told you and this idea, we can work in something that works as a docufiction short film/miniseries that shows how you work through the culture events in Bergen. This is a good way to promote each company and also promote Bergen's events as a city of culture.

Since it's a lot of work, it could start as a promotional fiction video and if it works well and people likes it could also expand it to something a bit bigger as a mini webseries around this idea.

It's important to think about the platform or various platforms we are going to upload this video, since normally people use Youtube, but there has been other projects going around Instagram Reels and Tiktok. I will look for some examples. Depending on the platform I have to think about:

- The format (time, video techniques, etc)
- If it's good for the project's target
- The referents in that platform that have done something similar. And see if there isn't any, why?
- Think about some transmedia strategies. For example, depending on the final format and idea, some festivals might be going on when the final video or videos are post. So might be a good idea to create parallel content that are related between fiction and reality.

So basically, that your feedback is important to keep working shaping the idea and so it becomes a real project.

Some conclusions

After the two first weeks of analysing and organising the footage material, I think there are some good materials, but it depends on how we use it for our final video or project.

As I have explained before, there is a need of creating new content but I can also do some work apart from that, for example Bergen Assembly asked me to do a highlight video of the footage that hasn't been uploaded to the Vimeo account and also, I talked with Mikal about creating new content for the YouTube channel so it may also be used.

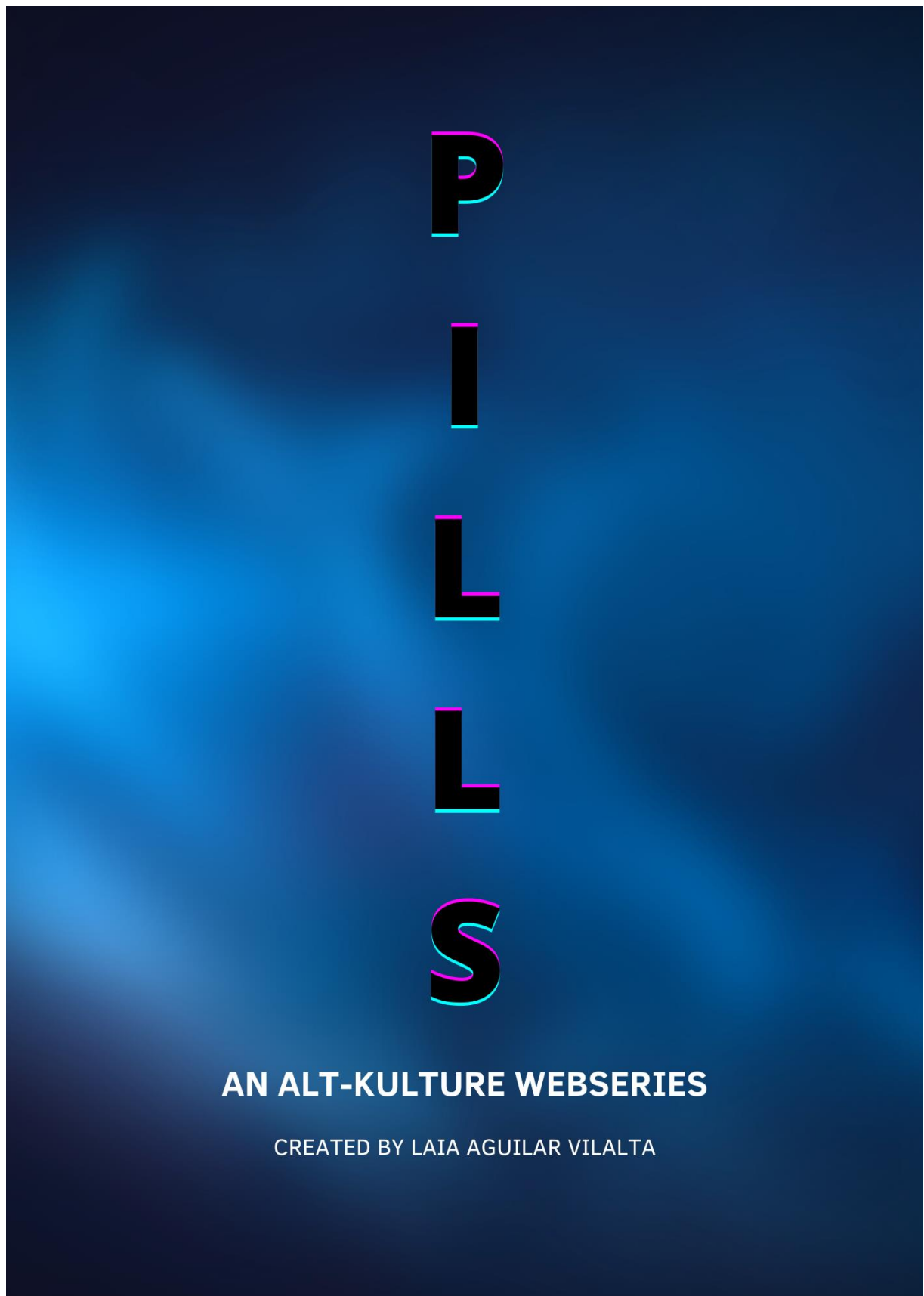
9.2. SKÅL

1. Poster



9.3. *PILLS*

1. Poster



ALT-KULTURE

A BRANDED PROJECT BY LAIA AGUILAR VILALTA
IN COLLABORATION WITH

