

Hello



With the goal of creating great videos and photos, we've prepared a general framework for the type of content we're seeking in these early days of our new Play Unified campaign. Keep in mind our target audience for this content will be in the 14–25 age range.



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Our Goal



We want the videos and photography we capture for the Play Unified campaign to be inspiring, gritty and deeply affecting (a playful rebellion of sorts) with the goal of getting others to ultimately join our movement, break down barriers and end the isolation, injustice and inactivity of people with intellectual disabilities.

We encourage all...To Come Out and Play Unified.



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Our Icon



The Special Olympics ball (lower left) is our visual icon throughout our communication efforts. As much as possible, if we can feature the official ball this will be beneficial. However, never force it in to the scene, it should be on the field, in play or simply in the corner, and NEVER staged.



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Video Guides



1. Video Type:

Technically speaking, any and all video is fine. It can be from a professional video camera or it can be from the video camera on your phone.

2. Tone:

We are looking for a range of expressions beyond the typical soft/warm emotions. To be clear, we're crafting a tone that goes beyond "hugs". We're looking for a little drama and some tension. Playful rebellion.

- a. The tone and look should demonstrate inclusion, camaraderie and a sense of team/sportsmanship, but also a competitive edge. We want to capture that edge of passion that flows in whatever the team is doing including frustration, anger and raw tension.
- b. Keep in mind the audience we're trying to reach knows authentic when it sees it, so staging something will not work.



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Video Guides



3. Key Content Areas:

a. Capturing game play

- i. Unified teams playing together, demonstrating skill and passion organically and naturally. This should include both boys and girls teams.

b. Capturing unique skills

- i. Some players have unique talents both on and off the field that go above and beyond what might be required in the game. We're interested in capturing moments like, for example, a person who can juggle a soccer ball...extensively or an over-the-top basketball shot from mid-court. There might be a little showmanship involved as well (trying to one-up your buddy). If the team does some warm-up drills, there might be an opportunity to capture some of these moments.

c. Teammates interacting outside of an organized event

- i. Play Unified moments can happen outside of an organized event—even spontaneously. We're interested in seeing games and interactions played out in the driveways, backyards, fields, blacktops, parking lots, parks (to name a few) of big and small towns across the world.
- ii. There may also be video of teams hanging together in nonsports settings before/after an organized event. We're interested in capturing those moments too. Maybe it's celebrating a win after a game. Getting pumped up prior to a game. A race to the fire hydrant and back. Playing Unified—is being unified off the field too.



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Video Guides



3. Key Content Areas (cont'd):

d. Getting to know you: why do you play unified?

Testimonials from players, coaches and support staff. The questions below can be used as starters/guides. Your questions can be more extensive and are meant to open a dialogue/discussion. Let your imagination roam with your questions:

- i. Why do you play Unified Sports?
- ii. What does it feel like to play Unified Sports?
- iii. What's the best play you've made?
- iv. What's the worst play you've made?
- v. How does/has playing Unified Sports help change your life/school/community?
- vi. How does/has playing Unified Sports help change the world?
- vii. What's your invitation (or personal call to action) to someone interested in getting involved in playing Unified Sports?
- viii. What did you have for breakfast today? Do you think what you ate had any impact on how you are playing/played?

Video Guides



3. Key Content Areas (cont'd):

e. Episodic content

- i. People love to follow good stories, especially if there's a little “theater” involved. Often, they will come back to check in on a story's progress, to see how the story has moved along, or to watch another segment. With that in mind, think about possible content that builds over time or that could be revisited. Some examples for reference
 - 1. Example: Have the team try and make a basketball shot from as far away as possible. First a standard over-the-head shot, then have them shoot with their back's to the basket the next week. Document how the results change from week to week.
 - 2. Example: Have players dribble a soccer ball between cones the first week. The next week have two players—with their shoelaces tied together—navigate the same course. Note the differences in time.

f. Unified crowd supporters

- i. Sometimes supporters and fans can be as interesting to watch as the game itself. If appropriate, we'd like to see some fan reactions/interactions. Remember, we're looking for a range of emotions, including tension.
- ii. Please make sure the supporters who you are filming are okay with their image being used by Special Olympics.

Video Guides



4. Think and Shoot Shorter Segments

- a. In addition to long-form video (2+ minutes), also shoot shorter versions.

5-, 10-, and 30-second videos (for Vines/ Instagrams) can be just as powerful, particularly with our key audience.

5. A Youth Ambassador Challenge

- a. Think virally.

Ask teens what they would show if they had their own video channel for Unified Sports, perhaps to build a bit of “fame” over time, what sorts of things would they show to tell the story of Unified Sports?



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Photo Guides



Here are some guidelines for the kinds of photos we'll need for the Play Unified campaign.

The subsequent images are examples for directional purposes **ONLY**.



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Photo Guides



1. A sense of real play

We should showcase actual plays and games. Real action, not staged. We want to portray the level of competition that legitimizes playing unified.

2. Real candid moments

We want to steer away from hugs and staged shots. We want true moments of teammate interaction: the drama, the tension, a high five after a great shot, embraces after a tough match, even consoling after a loss. Never put someone in front of the camera and ask them to smile.

3. Think professional instagram photographer

Sports are gritty so the tonality in color and composition should reflect that. We don't want extensive retouching, we want to feel like a sports reporter took the shot and added a bit of color correction, but that's it.

4. Always more than ONE kid (w/ and w/o ID)

The idea of playing unified is so that a kid with ID and a kid without play a sport or game together. That should be captured in every photo.

5. Our icon is our ball

As much as possible, the red Special Olympics ball should be included in all our photos. Never force it in to the scene, but it should be on the field, in play or simply in the corner, and NEVER staged.



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Cheat sheet



- Real action shots
- A range of real team moments
- Always with at least 1 athlete with ID and 1 without
- Gritty tonality with minimal color correction
- Include Special Olympics ball when possible



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2-1
URBIETA

GARITA
57

ANDY
53

MEDRAN
24

ELIZALDE
50

LATE
32

17
COKLA
22

URBIETA
38







3

GOOD

21

GOOD
30
COUNTY



GUEST 25 HOME 24
TIME 4:22
FOUL 6 34 1 7

PEPSI HOME OF THE RVS

50

11

15

15

15

15

Referee

Coach

Players

Coach

Students









Empty



