

RYK

Rygmarvsskadede i Danmark

RYK profile video

A short visual presentation of RYK

Supplement to our homepage and info folders

Aim

- ❖ To spread the knowledge of RYK to a wider group of people
- ❖ To show an active, positive, social and welcoming group of people



Proces

- ❖ Contact to a professional media agency
- ❖ In collaboration with the agency we agree on the headlines, locations and interviewees
- ❖ The agency finance the production via sponsorships
- ❖ The agency film and edit
- ❖ We comment on the first cut and they make the changes we want
- ❖ RYK is obliged to use the video for three years



Benefits

- ❖ A professional made video with a minimum amount of work
- ❖ Pictures says more than words
- ❖ Existing and future members can hopefully identify themselves with the video
- ❖ The production is cost-neutral for us



Thank you!