



***MICRO FILM ACADEMY (MFA)
: GO2U MNC MASTERCLASS
WORKSHOP***





WHAT WE OFFER

Micro Film Academy is an institute which empowers its customers to make their lives and organizations better through the creative and innovative education of filmmaking utilizing micro devices available in their pockets.

1. SAVE COST

Producing content is usually very expensive when you hire an external vendor to execute your marketing, branding and promotions.

2. SAVE TIME

Dealing with external vendors requires a longer turnaround period for the footage to be acquired and communications with external vendors usually has its own set of problems.

3. UNLIMITED VIDEO ANYTIME, ANYWHERE

The limitations of resources in terms of an annual budget would cause a limited amount of videos to be produced. This would include video content in terms of Branding, Marketing, Events and CSR.



MNC/CORPORATES

Every year, budgets are released for video production. These budgets can be split into :-

01

External Communications

- *Social media video content*
- *Advertising of products/services on new media and traditional broadcast platforms*
- *Campaigns used to push out a brand message in episodic fashion or revolving around a certain relevant theme.*
- *CSR videos to highlight CSR initiatives and activities.*

02

Internal Communications

- *HR centric videos which deals with staff orientations, internal processes (such as a new employee card system) and company rules/etiquette.*
- *Archival/Documentation of internal events such as annual dinners and celebrations.*



MNC/CORPORATES

External Communications

CUSTOMER PAIN POINT

Annual video budgets are quite high expenditure, and even with analytics and tracking it is very difficult to justify the ROI (Return on Investment) of sourcing it out to a vendor with X amount of RM spent. For external communications videos, it is easier to calculate ROI because of the entire spectrum of media buy and purchase of ad space for optics and eyeballs.



MNC/CORPORATES

Internal Communications

CUSTOMER PAIN POINTS

- *Hiring an external vendor would incur cost and the ROI would be tough to justify. (EXPENSIVE)*
- *The limitations of resources in terms of an annual budget would cause a limited amount of footage shot and acquired. This severely limits an organization's freedom to cover their internal events. (LIMITED FOOTAGE)*
- *Dealing with external vendors requires a longer turnaround period for the footage to be acquired and communications with external vendors usually has its own sets of problems. (SLOWER TURNAROUND PERIOD)*



MNC/CORPORATES

1. External Communications

2. Internal Communications

MFA provides 2 programmes for corporate/MNC level organizations: An “Attaché programme” Go2u :-

where one or 2 of our highly skilled trainers will head over to the corporate organization for a period of time to analyze, consult and train the existing Brand, Marketing, HR, CSR teams to utilize their micro devices to write, shoot and edit content which will solve any crisis in terms of restrictive budgets, limitations of footage acquired and slower turnaround periods.



MNC/CORPORATES

1. External Communications

2. Internal Communications

VALUE PROPOSITIONS

If communications budgets are set at RM500k per year, with just 10% of that, we are able to analyze/consult/train the corporate teams.

In the event that company culture dictates that it is not feasible due to the enlargement of jobscope of current staff, we can propose a new hire or a graduate from the organization's internal management trainee programme to go through the MFA programme and effectively, still plug the organization's pain points, which will result in :-

1. Massive Budget Savings which would reflect in financial benefits/savings for quarterly and annual budgets.
2. More empowered staff with higher communication output
3. More control over content output for both internal/external.



MNC/CORPORATES

External Communications

SCENARIO

External Communications (eg: New Product Promotion)

A new product is released and a large marketing budget has been allocated to promote this new product utilizing roadshows, TVCs, OOHs and the entire works. But there usually is a squeeze in the budget when it comes to the secondary tier communication spheres.

The MFA would empower internal teams to cover these tiers such as:

1. The behind the scenes archival/documentation of all the big initiatives above for award submission and stakeholder review/evaluation purposes.
2. Coverage of Product promo launch events/roadshows which doesn't require too much technical expertise in comparison to a TVC production.
3. Output on to social media with more content and with quicker approvals on a daily/weekly basis, therefore more content in less time = more engagement with product target demographics.



MNC/CORPORATES

Internal Communications

SCENARIO

Internal Communications (Staff Orientation/Company culture Videos)

Company culture and SOPs especially in a larger organization in this day and age have to pivot quicker with the sensibilities of the times and that means constant changes to staff policies or new rules/etiquette which needs to be communicated down to employees from management decisions.

Having the ability to create, shoot and edit internal staff orientation videos would:

- 1. Communicate messages more effectively** in terms of video format rather than the usual boring powerpoint presentation deck and a person standing in front going through the deck.
- 2. Messages which can be communicated in a 3-5 minute video** rather than a half day orientation session which would eat into the employee's productivity for the day.
- 3. Messages can be reconstructed through quick internal re-shoots and re-edits on the fly** without having the need to call upon external vendors which will lead to a quicker and more efficient work process.



HOW CAN WE HELP YOU?

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