

Case study UK Parliament Public Information Group



CLIENT

The Public Information Group, which is part of the Department of Information Services within the House of Commons, works to increase understanding of Parliament and its processes.

TASK

The Public Information Group asked Oculus to pitch for the production of a series of short videos on key areas of how Parliament works. The videos had to be upbeat, engaging and appeal to the general public.

Because some users would have limited or no knowledge of how Parliament works, the content had to be both accessible and appealing to a wide audience. As part of the restructure of the 'About Parliament' section of the Parliament website, the videos would also be used across other web pages, as well as for other projects and on social media platforms.

ACTION

Based on our extensive video work with a range of clients, including UK Parliament's Education Service, our creative pitch included several video styles and concepts: a live-action infographic; character-led animation; talking heads; and a kinetic typography infographic.

We won the pitch, with kinetic animation being chosen as the preferred option. The kinetic style lends itself perfectly to dissemination of often-complex material in a simple and easy-to-consume format, and gave us enormous scope to tell a story in each video.

For the chosen route, the Oculus team combined creative direction, and design and editorial skills to devise storyboards for each video, including graphics and voice-over content, plus we created a series of icons for use throughout. Once the visuals had been signed off, our animators got to work to build the eight videos, complete with a complementary voice-over.

RESULT

Oculus met the brief by developing eight visually rich, engaging and highly informative 'feature' videos, each with a companion social media teaser to act as a seeding mechanic. All the 'feature' videos are now on the UK Parliament website, for example at www.parliament.uk/about/how/role/scrutiny, and have had tens of thousands of views. The teasers feature on the UK Parliament Facebook page (www.facebook.com/ukparliament) and other channels including Instagram, Vine and Twitter (@UKParliament).

FIND OUT MORE

If you'd like to find out what we can do for you, call us on **0118 958 9815** or visit our website at www.oculus.co.uk





HOW ARE LAWS MADE



“Thank you for the videos! I’m pleased to confirm they are all approved.”

Charlotte Sipi, Senior Learning Projects Officer, UK Parliament Public Information Group