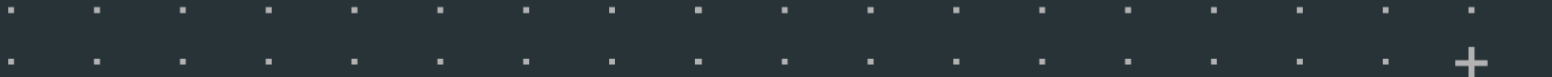




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Virtual Exhibitions

2020 Creative Studio Service Guide



becg.com
#BECGconversation



Overview

BECG can deliver a full virtual exhibition service with a range of different options to suit your requirements.

This offer, alongside our extensive range of digital tools, will help you navigate through the current period of disruption and provide a viable and exciting addition to traditional consultation long into the future.

This document sets out eight options for your virtual consultation, pricing starts from £1,000 for an 'out of the box' solution and we also offer a bespoke design service starting from £2,000 to clients wishing to create an exhibition format uniquely theirs.

'Out of the Box' Options



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Option 1

- 1x pop up banner
- 1x feedback form (located at the Kiosk)
- Guest sign in (located at the Kiosk)
- **Available add on: live chat**
(indicated by the silhouette with the ?)



Option 2

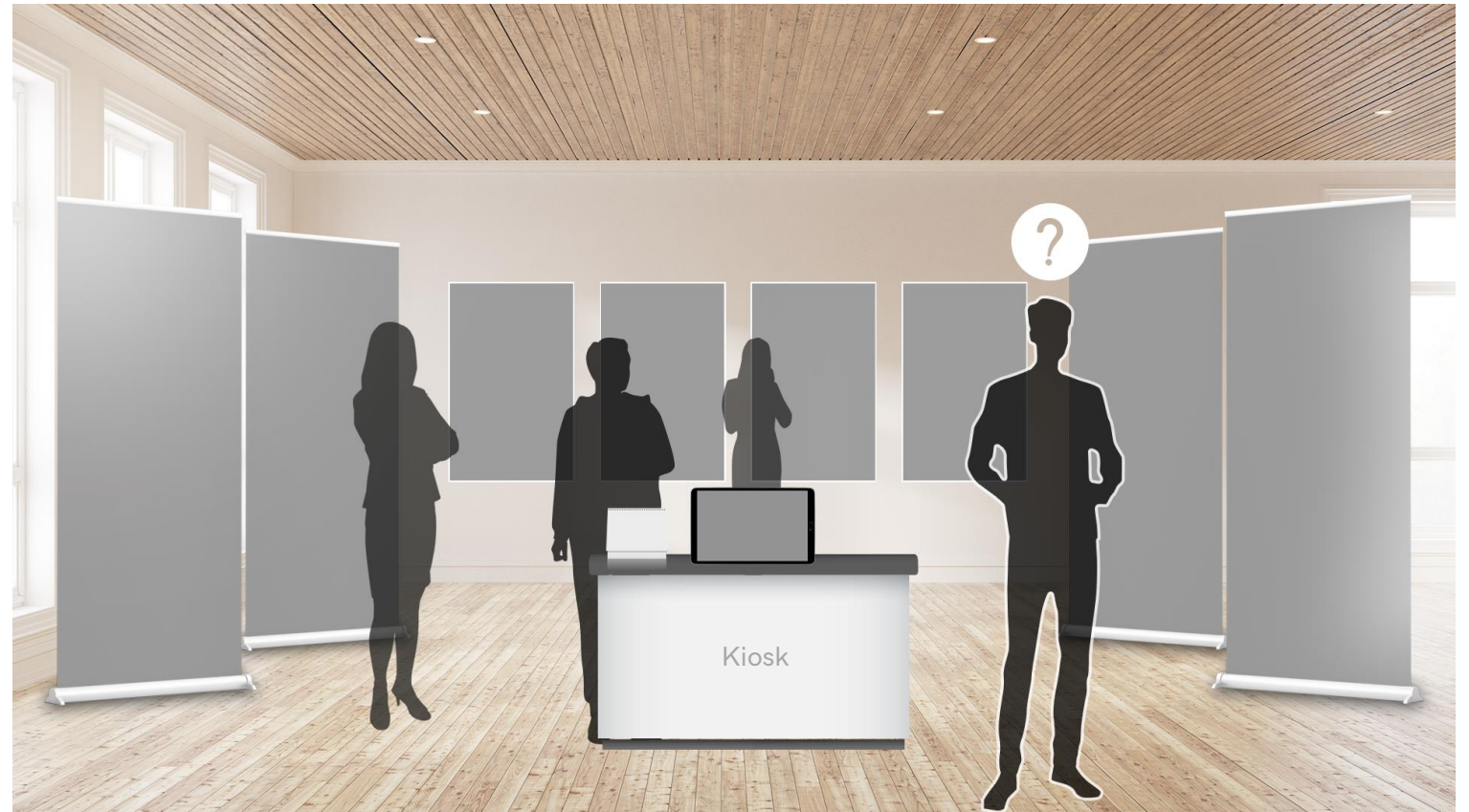
- 8x portrait A1 or A0 sized boards
- 1x feedback form (located at the Kiosk)
- Guest sign in (indicated by the iTab)
- **Available add on: live chat** (indicated by the silhouette with the ?)



Option 3

- 4x pull up banners
- 4x portrait A1 or A0 sized boards
- 1x feedback form (located on Kiosk)
- Guest sign in (located on kiosk)

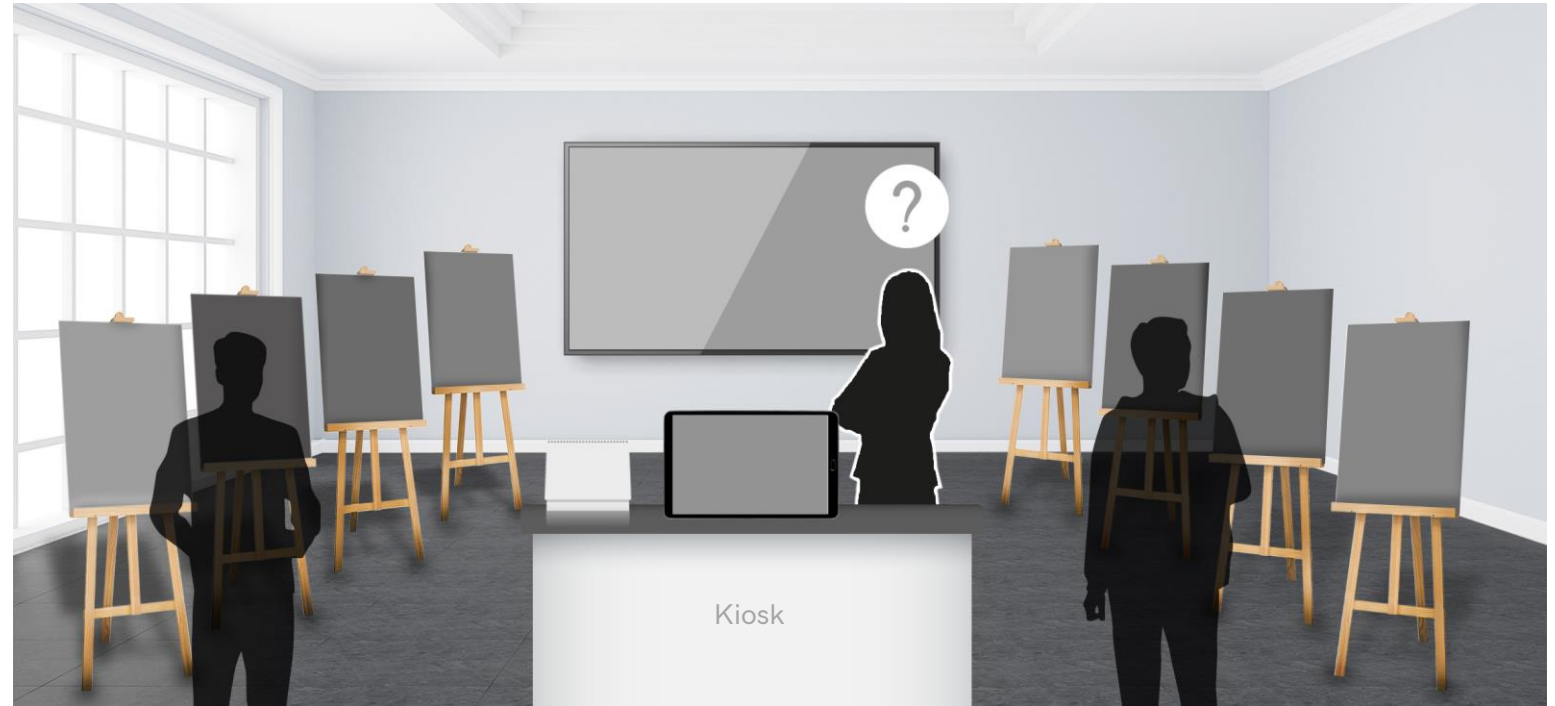
Available add on: live chat (indicated by the silhouette with the ?)



Option 4

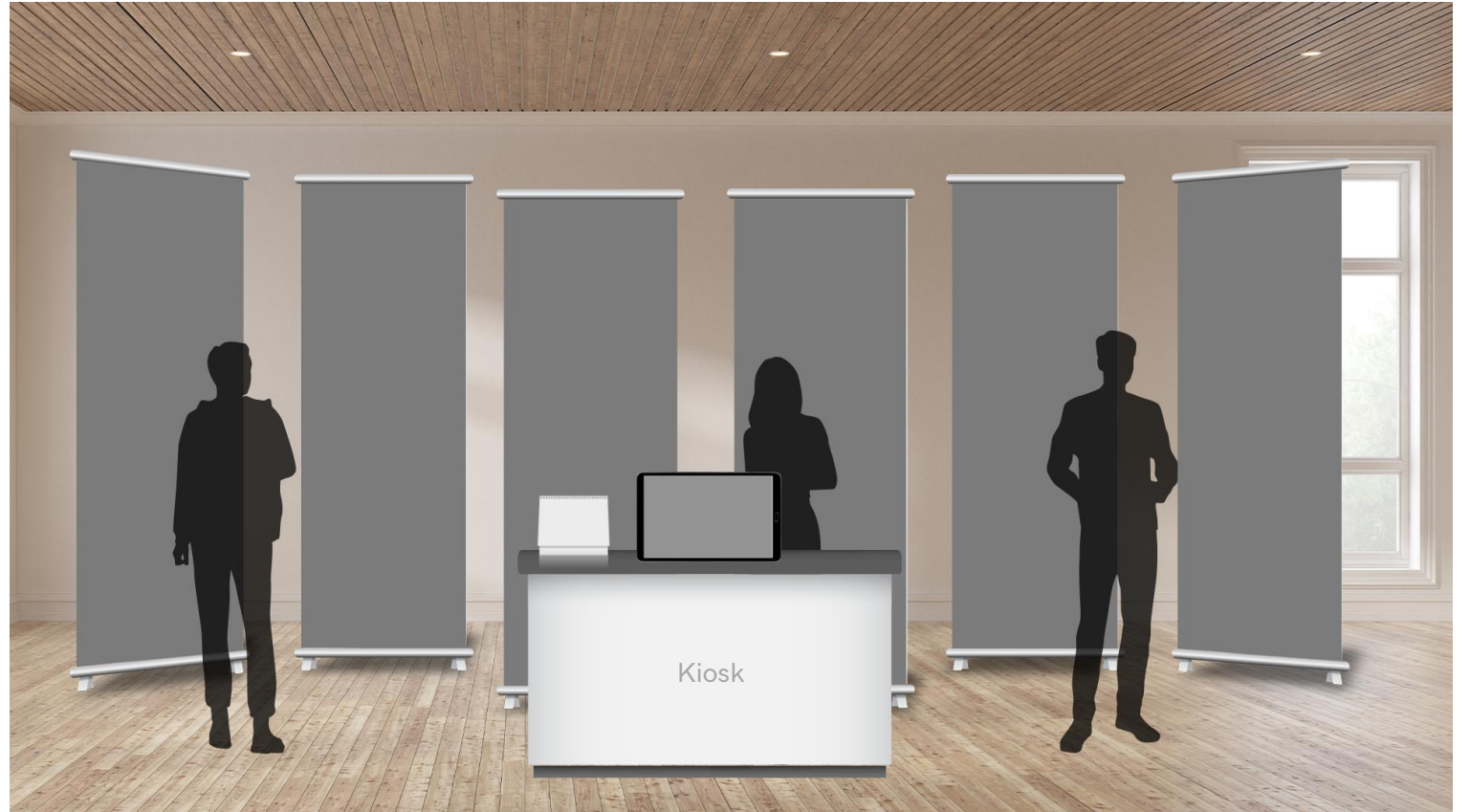
- 8x portrait A1 or A0 sized boards
- 1x feedback form (located at the Kiosk)
- guest sign in (located on kiosk)
- 1x landscape board
- **Available add on: live chat**
(indicated by the silhouette with the ?)

This option can accommodate multiple videos or animations.



Option 5

- 6x pull up banners (this is the equivalent of 12 boards)
- 1x feedback form (located at the Kiosk)
- Guest sign in (located on kiosk)



Option 6

- 4x portrait A1 or A0 sized boards
- 3x Landscape Boards
- 1x feedback form (located on iTab)
- Guest sign in (located on iTab)
- **Available add on: live chat**
(indicated by the silhouette with the ?)

This option can accommodate multiple videos or animations.



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Option 7

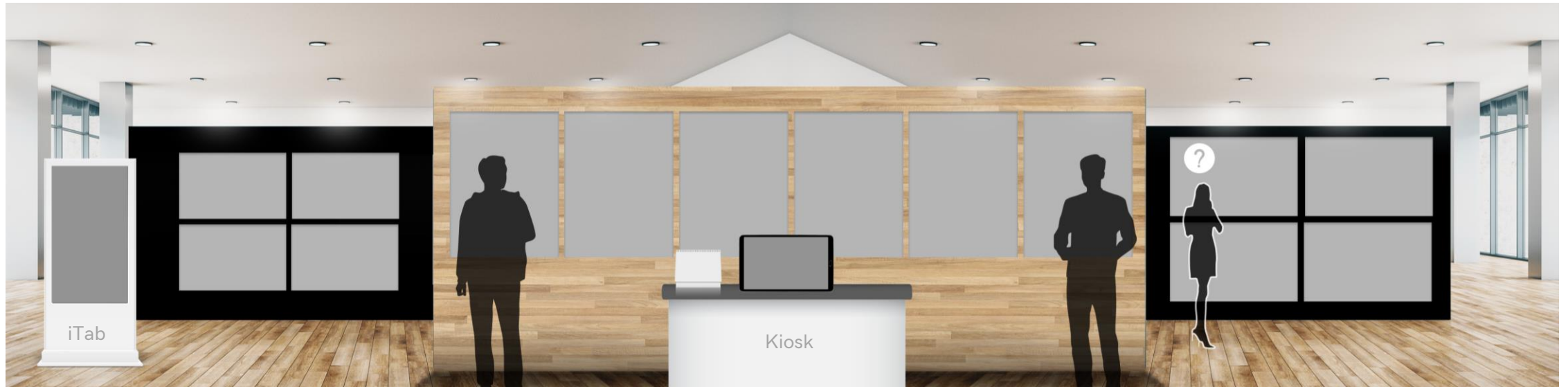
- 1x portrait A1 or A0 sized board
- 5x standard pull up banners (equivalent of 10 boards)
- 1x wide pull up banner
- 1x feedback form (located on iTab)
- Guest sign in (located on iTab)



Option 8

- 6x portrait A1 or A0 sized boards
- 8x landscape A1 or A0 sized boards
- 1x feedback form (located on kiosk)
- Guest sign in (located on iTab)
- **Available add on: live chat** (indicated by the silhouette with the ?)

This option can accommodate multiple videos or animations.



'Bespoke' Option



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Bespoke

New layouts can be designed and built from £2,000, for a more exact quotation please contact sarah.wardle@becg.com



Driving awareness via social platforms



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The benefits of using social media to drive awareness of virtual exhibitions

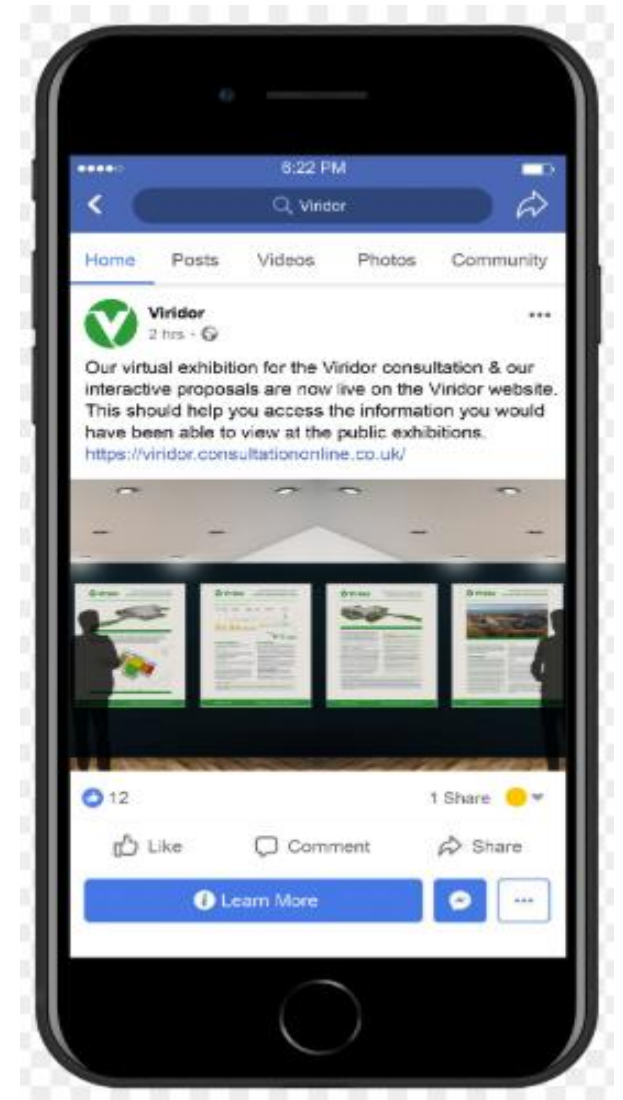
Social media has become a key part of everyday life in the UK, with 67% of us now signed up to at least one or more platforms.

Whether we're engaging with communities to start a discussion, sharing news and views, or reaching policymakers to influence change - social media is all about valuable conversations.

With the right strategy and content, BECG can deliver exceptional results for clients, alongside more traditional ways of communicating.

Promoting virtual exhibitions via social media presents exceptional opportunities to be incredibly targeted - enabling you to choose your audience, geographic locations, behaviours and age groups very carefully.

It can be particularly useful for reaching out to audiences that are considered 'harder to reach'.



Social media is about driving the conversations that matter

Typical costs for social media content creation to promote a virtual exhibitions

Average monthly fee - £2,100

Includes:

- Content calendar (1 channel) based on 3 posts a week
- Static asset creation to support content -
- Drafting and responding to comments on posts
- Weekly digital dashboard report

NB: BECG can also create animation and video content that will drive engagement on social media channels (see slide 19)

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Case study:

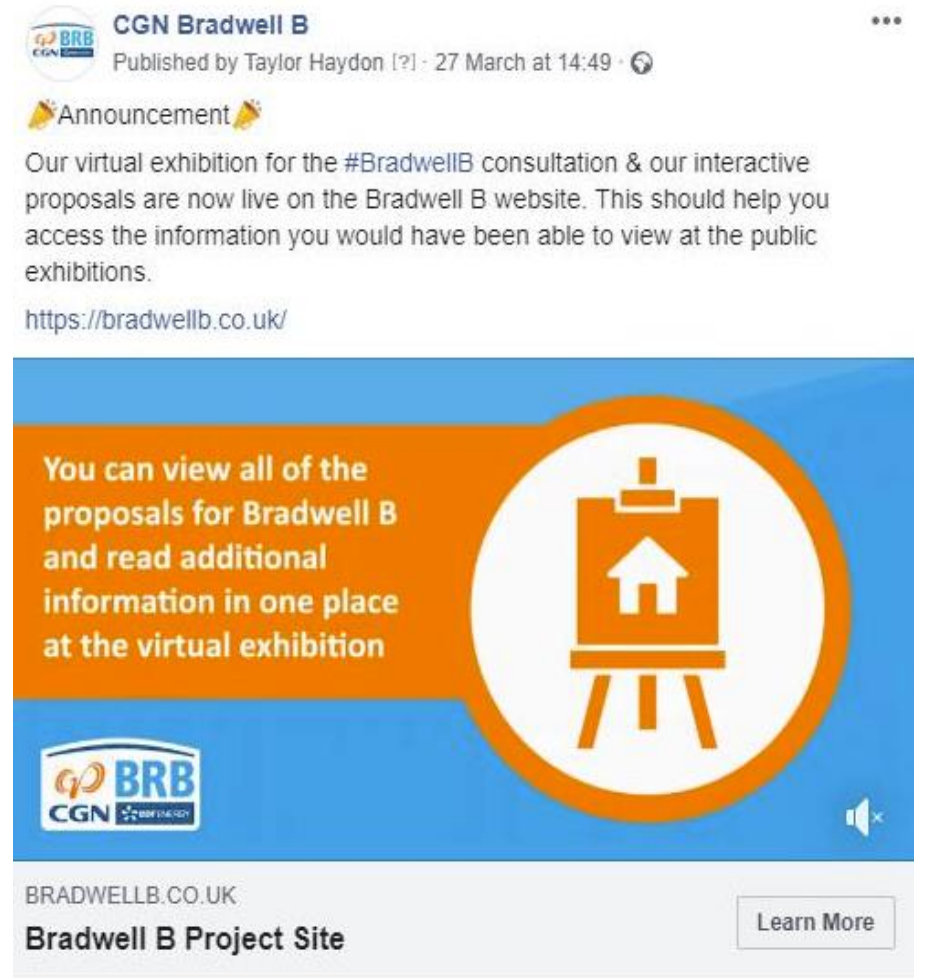
Using social media to promote Bradwell B's virtual exhibition

As a result of the COVID-19 lockdown, BECG created a [virtual exhibition](#) for EDF/CGN to replace public exhibitions due to take place in support of a consultation on a new power station, Bradwell B.

To promote the virtual exhibition, BECG created a suite of social media content and assets to share across Bradwell B's social media channels. Website analytics show that social media played a key role in driving visitors to the Bradwell B website.

In its first month, over 1,000 new visitors visited the website to view the virtual exhibition. It was consistently the second most visited page (after the homepage) of the website and interaction rates were high, indicating that most people lingered and clicked through to sections of the virtual exhibition once they were there.

As the exhibition was a new addition to the website, we recommended boosting these social media posts so that the client could demonstrate that they had proactively engaged with the public to share information on proposals despite the COVID-10 lockdown.



The screenshot shows a Facebook post from the page 'CGN Bradwell B'. The post is an announcement published by Taylor Haydon on 27 March at 14:49. The text of the post states: 'Our virtual exhibition for the #BradwellB consultation & our interactive proposals are now live on the Bradwell B website. This should help you access the information you would have been able to view at the public exhibitions.' It includes the URL 'https://bradwellb.co.uk/'. Below the text is a large blue and orange graphic. The graphic has an orange background on the left with white text that reads: 'You can view all of the proposals for Bradwell B and read additional information in one place at the virtual exhibition'. On the right is a large white circle containing an orange icon of a house on an easel. At the bottom left of the graphic is the 'CGN BRB' logo. At the bottom right is a speaker icon. Below the graphic, the text 'BRADWELLB.CO.UK' and 'Bradwell B Project Site' is displayed, followed by a 'Learn More' button.

CGN Bradwell B
Published by Taylor Haydon [?] · 27 March at 14:49 · 🌐

📢 Announcement 📢

Our virtual exhibition for the #BradwellB consultation & our interactive proposals are now live on the Bradwell B website. This should help you access the information you would have been able to view at the public exhibitions.

<https://bradwellb.co.uk/>

You can view all of the proposals for Bradwell B and read additional information in one place at the virtual exhibition

CGN BRB
CGN BRB ENERGY

BRADWELLB.CO.UK
Bradwell B Project Site

Learn More

Supporting content and assets

Our creative studio can also provide additional content and assets to support promotion and awareness of the virtual exhibitions. For pricing information please contact sarah.wardle@becg.com

Services
Social media post graphics (static and GIFs)
Animated shorts
Adverts and carousel graphics
eShot Design and Jpegs
eShot HTML design and build
Interactive PDFs
Infographic design

Terms and Conditions: Web development of the virtual exhibition cannot begin until content and designs are signed off. If a change is needed after the virtual exhibition has been built there will be a minimum turnaround of 2 working days. This is because we need to schedule design time to change assets and developer time to implement back into the website. We anticipate a turnaround time ranging between 2.5 working days for the smaller out of the box option and up to 5 working days for the more complex. Bespoke Virtual Exhibitions will be calculated at the time of quotation.

Animation

Animation – To present complex subjects or multiple messages in a way that's eye-catching, entertaining and easy to understand. **These are guide prices**

a). Short animated explainer – Prices from £4,700

30 – 60 second animation to explain a concept, introduce a proposition or give a message. This can contain stats or simple iconographic representations of your story.

Optional extra: you can get a professional voiceover for your video. Prices start from: £450 (including voiceover artist, studio and sound engineer)

b). Mixed media explainer – Prices from £7,000

60 – 120 mixed media explainer containing a mixture of stock footage and imagery, animation and motion graphics. This can include a voiceover or simply use on-screen text.

c). Full Length animation - Prices from £10,000

60 - 180 second animation with bespoke designed elements, animated characters, sound design and motion graphics.



a) Animated explainer: <https://vimeo.com/394142294>



b) Classic Folios: <https://vimeo.com/348471273/8fef38093d>



c) MWR Countercept: <https://vimeo.com/148504220>

The logo consists of the lowercase letters "becg" in a white, sans-serif font, centered within a solid orange square.

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Thank you

sarah.wardle@becg.com

Associate Director

