

Communications Award: Short guide to submitting your video nomination

1. COMMUNICATIONS CATEGORY

This category recognises exceptional performance by a communications team to deliver a highly effective national or international communications campaign. The campaign should be consistent with the Government Communication Service 'four I's' model of Insight, Ideas, Implementation and Impact, and provide evidence of the significant positive outcomes achieved as a direct result of the campaign, through:

- Defined campaign objectives, in terms of setting specific and measurable changes in audience awareness, understanding and behaviour;
- Clarity of strategy and implementation plan including innovation, and use of channel including no-cost and low-cost media as well as demonstrating evidence of research, data and audience insight that underpin the campaign;
- Entries for external campaigns should highlight the impact on effectiveness and efficiency of delivery, and the reputation of public services. For internal campaigns they should demonstrate the business benefit to the department or agency.

All nominations should be accompanied by a 4 minute video submission that outlines and visualises the campaign and its impact.

For more information visit: www.civilserviceawards.com

2. VIDEO FORMAT

- The video must be 4 minutes or under in length
- Please provide in MP4 format (film in landscape mode)
- Save your video using your awards entry number as part of the file name
- Share your video with civilservicecomms@cabinetoffice.gov.uk by 5pm Friday 16 October, via a Dropbox or WeTransfer link or contact the team if you aren't able to share your video using either of these tools.
- Please ensure you have the relevant permissions in place, to enable us to use this video at the awards if you're successfully shortlisted.

2. STRUCTURE / OASIS

We suggest you use the OASIS framework to structure the order of your video celebrating the achievements of your campaign. In this format you would include a brief introduction; overview of main objectives and audiences; what was done and how was it delivered; and how you managed success. For more information on OASIS visit GCS on www.gov.uk.

3. TIPS FOR SHOWCASING YOUR CAMPAIGN

- You only have 4 minutes to show the power of your campaign! Take time to plan what you want to say before you start filming.
- Write a list of key points you want to include in your video to create a short script or storyboard. Don't forget to cover GCS's model of Insight, Ideas, Implementation and Impact, and provide evidence of the significant positive outcomes in your video.
- Don't worry if you don't have a digital team to hand, the video can be simple and easy to create – all you need is a smartphone and free editing tools. It's most important
- to use the video to clearly communicate the impact of your campaign.

- You can feature one civil servant or the whole team to explain how you or the team delivered the campaign. You can also decide to use only images or footage with text and/or voiceovers to demonstrate the strength of the campaign. However, remember that people talking about work they are passionate about is really engaging.
- Make sure the audio on your video is clear and audible. You want to be confident the judging panel can hear how fantastic your campaign was in delivering results.
- Check the area you select for filming has good lighting. Film a first or 'test' take to check for whether dull lighting, shadows or bright lights distract from the footage.
- If using text or subtitles on your video please ensure wording can be read clearly for all uses – from social media to digital screens.
- Your video may be selected to use at events connected to the Civil Service Awards. We recommend you avoid adding confidential information to your video (or contact imogen.findlay@cabinetoffice.org.uk to discuss if needed).

4. CONTACT US

Please contact us if you have any questions about your video submission or need help uploading the MP4 file (civilservicecomms@cabinetoffice.gov.uk).

Good luck with your submission to the communications category.