

Rough Script For The Participatory Collective Ad Campaign.

Overview (Created using AI)

The script is a playful, intentionally cheesy promotional video for **The Participatory Collective**, set in East Park during a bright, active late morning. The host enters the frame as if unexpectedly running into a friend, creating an informal, friendly tone.

While walking through the park, the host encounters people handing out flyers for The Participatory Collective, which prompts an explanation of what the organisation is. The host explains that it is a privately funded initiative by **The Ideas Fund**, created to give communities across Kingston Upon Hull a voice.

As the host continues walking, they interact with community members such as litter pickers and an older woman with her dog, reinforcing the idea of everyday community involvement. The script highlights that The Participatory Collective works with over sixteen communities and charities, providing a platform for them to share their stories, grow their projects, and learn from one another through a shared online and social media presence.

The video concludes with the host actively participating by picking up litter and encouraging viewers to search for The Participatory Collective, ending with a call to action that emphasises connection, participation, and community engagement.

Main Script

Setting: East Park, midnight... wolves howl in the distant. A raven caws... a murder!!!!

No, but seriously, though this is meant to be cheesy, so have fun with it.

Setting is actually: East Park, mid to late morning, sunny and active.

Camera still for introduction and walk from the cameras left into frame, as if you've just recognised a friend.

Host: Oh hi, I didn't see you there.

You will bump into people handing out flyers for 'The Participatory Collective' take one and only glance and smile at the person. The video will cut to the flyer in your hand and then back to you as you start explaining what The PC is.

Host: What's this? Oh of course, it's The Participatory Collective. Wait you don't know what The Participatory Collective is?

Camera will shake head no. Then start walking towards whilst explaining.

Host: Well, let's elaborate for those at home, The Participatory Collective is a privately funded organisation by 'The Ideas Fund' designed to give the vast communities of Kingston Upon Hull a voice.

Next will be litter pickers, smile and maybe finger gun, I don't know, this is open to you.

Host: Working with over sixteen different communities and charities, their goal is to nourish each unique area by creating a platform for every community to share their story and let their projects grow.

Finally, there will be an older woman, in this case my nan (I know, roll with it) and she'll have her dog (Bella) with her. Stop and reach into your pocket and give her a treat.

Host: Their online presence and social media campaign for this group, are allowing them the opportunity to show that every voice deserves to be heard. Joining sixteen projects together, allowing them to share and learn from one another.

Then the camera will follow you as you pick up some litter and put it in the bin, turning round and giving the litter pickers a VERY over exaggerated thumbs up. Turn back round to the camera...

Host: So, search 'The Participatory Collective' today... because there's no better time to start connecting with your community.