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WINKBALL SPONSORED VIDEO REPORTING

- WE ARE WINKBALL
- SPONSORED REPORTING
- COVERING BUSINESS
- COVERING EVENTS
- REAL RESEARCH
- THE PRESS
- CONTACT US



WE ARE WINKBALL

Shared experience is at the heart of community.

Now, on the web, these experiences are shared globally.

As stories.

WinkBall is a Video Reporter Network that harnesses the power of these stories as 'reports' that record the cultural heartbeat of your community, your city - your world.

Bringing a journalistic mindset to the ever-growing world of online video, our trained network of reporters reflect life in all its colour, from the local to global, from the village fete to the World Cup.

Trained to capture the essential user experience of any event, business or service, our reporters create content inspired by your interests to speak directly to an audience that share these passions.

This intimacy, as well as placing our reporters in a unique position to undertake research on a client's behalf, allows us to match messages to markets, niche or mass. WinkBall offers a suite of products to enable sponsors to target the audiences most relevant to them, meeting the needs of both.

We use visual storytelling and the power of one-to-one interview to create relevant filmed content, for our own unique platform and to share across social media.

Our Social Media Team maximises the impact of every sponsored report we produce; individual WinkBall reporters can be hired to cover your event, business, charity or service, and our reporter network gives us a truly global reach.

We are WinkBall.

And we report life.



SPONSORED REPORTING

We make sharable video in the form of entertaining, short-format reports. Researched, shot, edited and presented by trained reporters.

We currently cover events and source stories from all over the UK and our editorial remit is all encompassing, from the arts to local sports, one-off events to national campaigns, social trends to cultural obsessions. The only stipulation is that we accentuate the positive.

Our reports celebrate success and achievement, community and compassion. We spread happiness by reporting life, and your brand, business or service can be part of that targeted, positive impact by sponsoring or commissioning content.

Our unique network can be deployed locally or nationally at a moment's notice. As it grows, so too does our pool of potential subjects, events and related viewers. When a report speaks directly to an audience relevant to your business or service, it can be branded with your logo and social media call to arms.

For example, if you were a Bristol based ticket-agent, you might want to sponsor established weekly coverage of the live music scene in the South West. Alternatively, if you were a high-street bank, you could speak to graduates by sponsoring ongoing, localised coverage of university rugby.

Further to this you can directly commission editorial content made relevant to you by subject or locale, developing editorial ideas alongside our reporters. If you were a London dating service, you might want to commission a showcase of the capital's best budget restaurants. Or, as a national hotel chain, you may want to commission weekly reports on the UK's best-kept travel secrets.

Whatever the content, as sponsor your branded 'ident' is included in the 'intro' and 'outro' of every report we produce. They are an integral, future-proof part of each film, not an 'ad' that can be skipped over or ignored. As a report is shared across social media, so is the sponsor's branding, the all-important association with the content being made over and over again.

In addition to the sponsored report, every individual interview used in its construction will be available in its entirety for the interviewee, whether celebrity, expert or member of the public, to view and share. These too will be branded with the idents of the main sponsor, maximising the reach of their message by connecting them directly to targeted individuals and their followers.

Essentially, our model allows you to talk directly to your target audience and become part of their community, via bespoke sponsorship packages that range from the hyper-local to the international.



Companies can utilise the film-making skills and journalistic mindset of our reporters by directly commissioning editorial that exclusively features their own business or service.

Each report brings a business alive for the viewer, painting a colourful, positive picture of individual products and services through one-to-one interview and public testimonial.

Far easier to engage with than standard, online corporate content, they even come with a ready-made audience, via our own digital platform and targeted social media spread.

Prior to shooting, individual reporters will liaise directly with prospective partners to identify a business or service's own unique story and how best to tell it. The resulting films then exist as regular reports, be they stand-alone pieces or part of recurring, genre-specific 'cultural-news' strands, on our platform and beyond.

You can develop regularly updatable, branded social media reports that follow the progress of particular drives or campaigns undertaken by your organisation, creating entertaining online news from your own on-going achievements.

This is an invaluable way to communicate with the public. Not just for charities, foundations and local government departments, but for any business that wants to talk directly to the community it serves.

Our reports celebrate each business or service as a public interest story in its own right; if the world doesn't already know about you, then it should.

And as video generates 1,200 times more shares on social media than text and photos combined, it soon will.



COVERING EVENTS

WinkBall understands that every event is news; that every social interaction means something to someone. Our reporters can capture the essential experience of your event and then share it with the world.

We know we can. Because we've done it before.

Having already covered thousands of events globally, from bar gigs to the Olympic Games, WinkBall's vast experience informs its approach - treat each event individually.

The all-important journalistic mindset of our reporters allows them to find the story, find the unique, in every event they cover. This is what makes our stories news and that is what makes them valuable.

A video report puts the most engaging and memorable elements of your event in the foreground and enables you to highlight key promotional messages. Each event report, be it of a book launch or gallery opening, seminar or trade conference, one-off gig or theatrical first night, represents a cost-effective permanent visual record of your event from which to analyse its impact.

Constructed from engaging interview with enthused attendees alongside key-figures, it also stands as a piece of promotional news in its own right, informing the public of what your event, your show, your artist, your community, has to offer.



COVERING EVENTS

Working with individual organisations, artists, managers and promoters, or with partners in the PR and marketing industries, we can deliver 'on message' content of the highest standard in the shortest of turnaround times.

Part of our unique approach to online broadcasting is that we also make an individually edited version of each component interview available. This means attendees can share their experience of your event with friends and followers as an invaluable personal recommendation.

Whilst being used by you for promotional or research purposes, reports carrying your branding and social media call to arms can be simultaneously broadcast as news items on our own unique platform, and shared to targeted audiences by our in-house social media team.

Potential sponsors may also suggest events to cover, be they one-offs or presented as regular strands, so as to reach the attending audiences. For example a pie shop proprietor in Burton-On-Trent, reliant on the match-day football trade, may want to devise with us a weekly match-report format, engaging local fans in informed but playful discussion from around the tables, and crusts, of their own establishment.

A collection of the best of these local, lower-league 'banterfests' could then be collected into a national 'round-up' show and offered in turn to a national or international sponsor, creating massive exposure for all involved.

All event-based editorial content, whether generated by us and subsequently sponsored, or commissioned by a business, promoter or artist, will be researched, shot, cut and presented as cultural news, free from the tainted aesthetic of corporate content.

Our local and national editorial teams are constantly identifying community and event-based stories, from large to small, niche sports to high culture, to sit seamlessly alongside the commissioned pieces.

All will be equally engaging and all of the same exacting standard.



The application of a WinkBall reporter's skills reinvents market research.

WinkBall reporters' journalistic approach enables them to gain meaningful insights into consumer behaviour, targeting markets as they would audiences. The recording of every interview on video, alongside the gathering of vital demographic data, also allows for a more holistic view, revealing emotional information other surveys may miss.

Typical qualitative research is synthetic, expensive and fundamentally unreliable, undertaken in closed fabricated environments where invited (read 'paid') guests/consumers feel compelled to give the responses they 'think' they should. Similarly most quantitative research is undertaken by 'pollsters', asking questions simply by rota and unable to adapt or contextualise their interview.

WinkBall's 'Real Research' consists of 'one-to-one' interviews with real, unpaid members of the public in live contextual environments. Negating the 'group mentality', our reporters are trained to put their subjects at ease and so are able to elicit a real response.

Clients can work with WinkBall to design questionnaires and identify the best environments in which to reach their targeted audiences.

Be they high-street shoppers, exhibition attendees or cultural consumers leaving a theatre, concert venue or gallery, WinkBall reporters can engage them directly to produce emotionally honest results that cannot be faked, cheated or ignored.



THE PRESS



“The future of the internet - very exciting.”



“I love how this site is put together:
the interface is friendly and intuitive.”



“WinkBall: Army of citizen journalists out in force...
capturing the raw reality of an event in a way the
mainstream media cannot.”



“Unique social project...
a document of social history.”



“... a massive hit since its launch... Verdict?
Open your eyes to the joys of video...”



CONTACT US

To view our platform or find a reporter local to you go to:

www.winkball.com

Alternatively -

Sales@winkball.com
Jobs@winkball.com
Support@winkball.com