

** Objective is to to develop a standard template and approach for marketing to develop case study videos for bio-fertilizer.

The template needs to:

- Be straightforward with a little flexibility
- Have options for music
- To be formatted for a horizontal video taken on a smart phone

The input needed from the farmers is simple — questions to ask and record:

(Responses should always include the repeated question)

- What is your name? **My name is....**
- Where do you live, (specific area)?
- What is the story of your farm? (3rd generation farmer, built my farm from the ground...)
- What crops do you grow on what amount of land?
- What is the biggest issue you face with fertilizer?
- How many kgs do you produce each year of every crop?
- How much bio-fertilizer do you produce every day?
- How much did you spend on fertilizer before HomeBiogas?
- How much do you save on fertilizer now?
- What benefits do you see from HomeBiogas?
- Would you recommend HomeBiogas to a friend or other family member?

Video for distributor/owner to record:

- Video of themselves talking to camera, answering questions (preferably in front of the system)
- Video around the property — of greenhouse, crops etc
- Video of themselves walking around the crops
- Video of crops from a distance - far away
- Video of crops close-up and of the irrigation system (if applicable)
- Full shots of their systems (video and stills) — system should be full and clean and we should see the logo
- Feeding the system
- Fertilizer coming out of the system and them collecting it
- Lighting their stove
- Video of fertilizer being applied (either manually or through a fertigation)

The direction for those filming :

Film horizontal, not vertical

Keep subject in middle

Very clear frames if possible

Opening frame

Need to choose an opening

Option 1

LET'S TALK ABOUT
SAVING MONEY

Option 2

HOMEBIOGAS[®]
Clientes historias reales

Intro to farmer

- What is your name? **My name is....**
- Where do you live, (specific area)?



Their story

- How many years are you in the farming business, is it in the family? (3rd generation farmer, built my farm from

What they are growing and establishing shots

Establishing shots



HOME BIOGRYS

**USING THE
BIO-FERTILIZER
ON TOMATOES
OATS & CORN**

AND USING IT ON TOMATOES, OATS AND CORN



Produce
250 kg/semana
de fresas en
media hectárea

hortalizas ahorita

- What crops do you grow on what amount of land?
- How many kgs do you produce each year of every crop?



How much bio-fertilizer they are producing daily (Shot of system/how they're using the fertilizer)

- How much bio-fertilizer do you produce every day?



What they are saving

- 2 types of frame:
- Full frame
- Frame with comment
- Split frame

- How much did you spend on fertilizer before HomeBiogas?
- How much do you save on fertilizer now?



HOME BIOGAS

GAS SAVINGS
PER YEAR: 100 USD

FERTILIZER SAVINGS
PER YEAR: 1200 USD

ON FERTILIZER WE USED TO EXPEND 500 USD

Ahorra \$72,000
pesos anual
en fertilizante

Qué pretendemos reducir al 50%



Ahorra \$31,700
pesos anual
en fertilizante

completamente orgánica



Any other benefits

- What other benefits do you see from HomeBiogas? i.e. Saving money on cooking fuel, no smoke, self-sufficiency, works easily with irrigation system

Would they recommend

- Would you recommend HomeBiogas to a colleague, friend or family member?

End sequence



Either feeding manure or food waste



Lighting up the stove

End frame

REDUCE TUS COSTOS EN
FERTILIZANTES QUÍMICOS Y CRECE
CULTIVOS MAS SALUDABLES

HOME BIOGAS[®]
SELF MADE ENERGY

Do we need a phone number?
Call us on XXXXXXXX