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## THE SEED

INTRO TO THE  
PROJECT



## CASE STUDY

People of Forestry, a video marketing series for Southern Group of State Foresters, an organization managed by the US Forest Service southern region

In early 2017, we won a regional RFP bid to create a video marketing series for the Southern Group of State Foresters, an organization made up of 13-member states' forestry agencies managed by the U.S. Forest Service.

Our bid proposal included a written document, website and explanatory video about our original concept, *People of Forestry*.

## Goals

01

Raise awareness and support for forestry in the South.

02

Cover issues for which SGSF is trying to affect change.

03

Motivate youth and other job seekers to consider forestry and natural resources as a career.

## Challenges

01

Distill U.S. Forest Service messaging about forestry in the South to watchable, shareable videos.

02

Showcase forestry professions in the region by visiting only seven of the 13 forest agency member states.

03

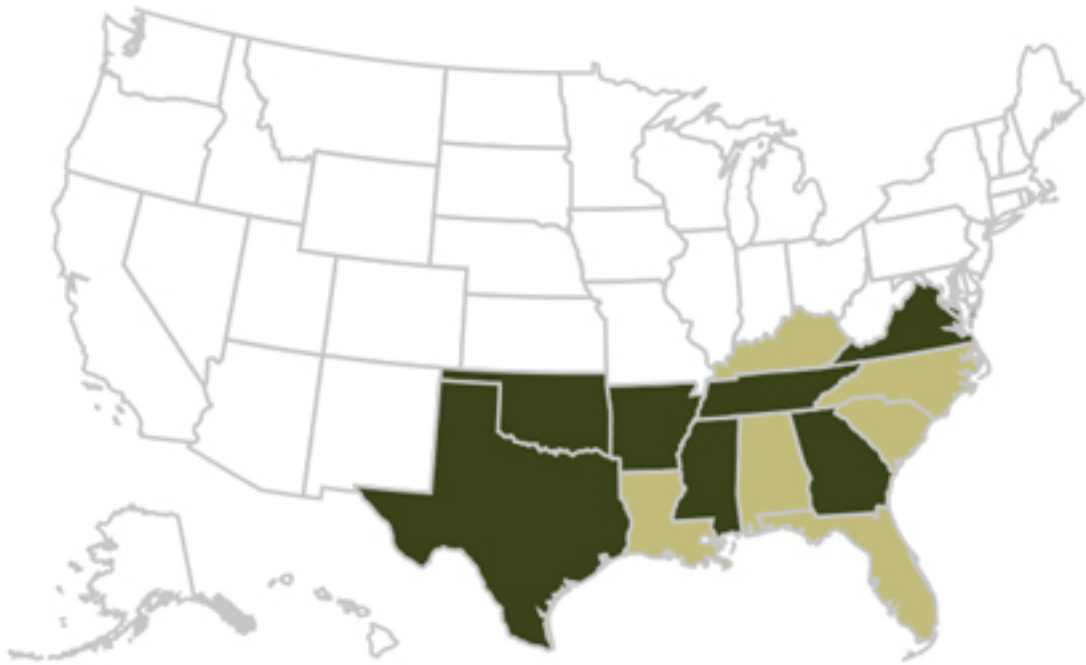
Independently manage and execute all phases of project including production travel to seven states in the region.

Project grant  
funded by the U.S.  
Department of  
Agriculture.



# THE SEEDLING

PRE-PRODUCTION:  
CONCEPTING,  
CASTING NINE  
REAL FORESTRY  
PROFESSIONALS,  
& ARRANGING  
LOCATION  
SHOOTING



# 9 PEOPLE IN 7 STATES

representing a variety of jobs and  
topics in southern forestry

## PEOPLE OF FORESTRY VIDEO SERIES CONTENT

Each box represents a video. Click the boxes  
to watch all the videos in the series.

Nine, one-minute personal profile videos  
PEOPLE OF FORESTRY

Ken/MS Logger	James/AR Nursery Manager	Vickie/MS Landowner	Patricia/GA Wildland Firefighter	Don/TX Information Expert	Heather/TN Forest Sustainability Team Leader	Paul/TX Urban Forester	Onesphore/VA Tree Scientist	Jeri/OK Education Forester

Three, three-minute themed videos  
CONSERVING/PROTECTING/ENHANCING OUR FORESTS

Ken/MS Logger	James/AR Nursery Manager	Vickie/MS Landowner	Patricia/GA Wildland Firefighter	Don/TX Information Expert	Heather/TN Forest Sustainability Team Leader	Paul/TX Urban Forester	Onesphore/VA Tree Scientist	Jeri/OK Education Forester

One, longer overarching video  
OUR SOUTHERN FORESTS

Heather/TN Forest Sustainability Team Leader	James/AR Nursery Manager	Onesphore/VA Tree Scientist	Ken/MS Logger	Patricia/GA Wildland Firefighter	Paul/TX Urban Forester	Don/TX Information Expert	Vickie/MS Landowner	Jeri/OK Education Forester

13 videos in  
the People of  
Forestry series



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## THE TREE

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PRODUCTION:  
SHOOTING AT  
OVER 30  
LOCATIONS IN  
SEVEN STATES



Inspired by our travels and the southern forests, after the series was complete, we created a montage video called *\*Sights & Sounds of Forestry*. Click play to watch!

\* won a Bronze Telly Award





## THE FOREST

POST-PRODUCTION & INITIAL SOCIAL MEDIA ROLLOUT



## POST-PRODUCTION

Editing, music, graphics, Spanish translations, closed captions, branding, final deliverables, a customized media kit for each state, SEO toolkits and social media rollout.

## SOCIAL MEDIA

290 positive reactions per video

Reached 296,553+ users

13 comments per video

92,162+ views so far

SGSF Facebook page likes increased by 21%

and more!

SGSF Facebook page follows increased by 22%

Twitter followers increased more than 150%

25 new YouTube channel subscribers

Gained 328 new followers

Garnered 1.1K Instagram engagements





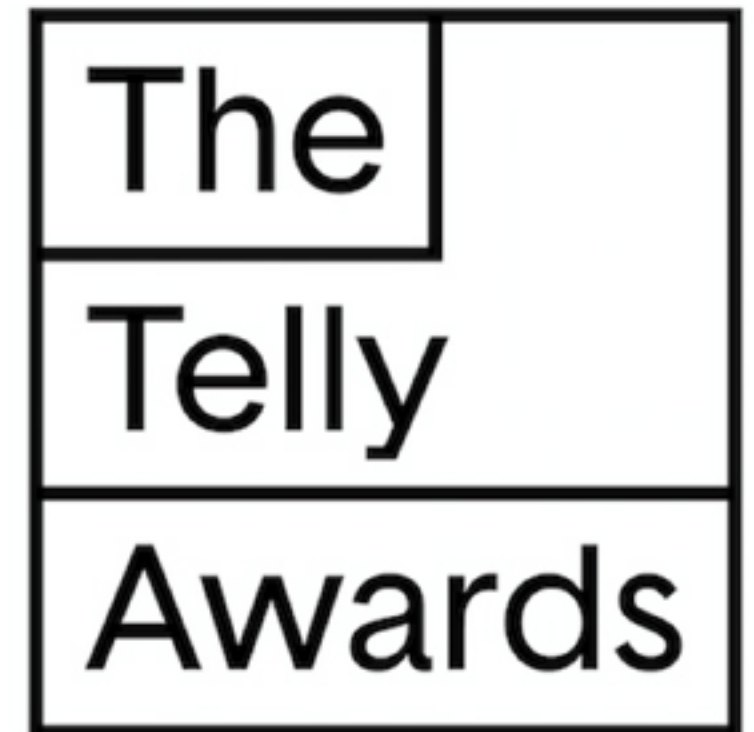
# THE HARVEST

## RESULTS



SGSF and its 13 forestry agency members gained visually compelling, easily accessible and shareable tools to showcase the significant benefits of southern forestry as they spread information about the availability and interdependence of forestry industry jobs throughout the region and the United States. We're proud that the series has garnered three awards so far:

- PRSA's Bronze Anvil Award of Commendation for Facebook Engagement and
- Telly Awards in Branded Content and Motivational Video categories.



*"This project has really exceeded my expectations; KPKindergarten worked very independently and well to take us from concept to production to hitting our targets with an award-winning social media campaign. SGSF continues to garner huge accolades for this project and is extremely proud of it – thanks for taking our little idea and turning it into a really nice production!"*

Wendy Burnett, Public Relations Director

Georgia Forestry Commission

SGSF Communications Committee Chair & Video Project Lead