



**ELECTORAL  
REFORM  
SERVICES.**  
PART OF THE ERS GROUP



**ERSvotes  
VIDEO.**



Our experienced team offers an end-to-end production, editing and hosting service. We produce a wide range of video content, from animations to statements. We will work with you to agree the best mix of content to maximize engagement in your election.

### Why use ERSvotes video?

- It is an engaging way to deliver an important election message or tell a story
- Online video is expected to make up 77% of all online traffic by 2019 (source: Cisco visual networking index 2016)
- Video allows you to present complicated information clearly
- It brings a call to action, message or traditional candidate statement to life
- You can share Vox pops, video stories or Q&A clips
- It is a good way to reflect the personality of your organisation.



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[@ERSvotes](https://twitter.com/ERSvotes)

# ERSvotes VIDEO

With ERSvotes Video you can engage your electorate in a variety of ways:

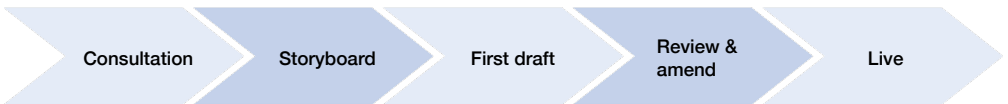
## VIDEO STATEMENTS

Encourage participation with a call to action from your CEO, President or Chair or host webcast meetings or hustings.



## ANIMATED VIDEOS

Explain tricky concepts like a governance structure or proposed organisational change.



Features:

- 4k High Definition camera, lighting and sound equipment
- Autocue and Monitor Review during recording sessions
- Motion designer and art worker to create bespoke animations
- End-to-end production, editing and hosting

ERSvotes Video is part of a package of digital services which include our ERSvotes Platform, ERSvotes eLearner and ERSvotes Dashboard. Services can be procured as standalone items or as a bundle.

## MAKING DEMOCRACY HAPPEN