The Who – Emotional Journey

Module 4

Video Examples

Your video is about your purpose, your vision and connecting emotionally to your audience. When we innovate, we can do that at three levels: Societal, Industry and Customer. We have included examples here of videos speaking to all three layers.

Business	Videos
Alitex	Our Purpose by The Alitex Group To watch the video please go to the Earth classroom lesson replay link here (start time 58:22). - Customer layer
BoB Group Ltd	BoB Earth Vision Video 2019 Video link: https://vimeo.com/423606160 - Societal layer.
Bonailie Created by BoB for Julie King & Associates	Bonailie - Shaping the Future of Tourism A collaborative Global Travel, Tourism and Hospitality Community Platform driving 21st century thinking. Video link: https://youtu.be/GHYvgTb4HG8 - Industry layer
Elliot Wood	Website & video: https://www.elliottwood.co.uk/
GiG	Website & video: https://www.gig.live/
Intact Beyond	Video link: https://youtu.be/6-SySJ8gEk0 Website: https://intactbeyond.com/
Melbourne Public Group	Behind the Bar To watch the video please go to the Earth classroom lesson replay link here (start time 09:13) - Industry layer
Pear and Ginger	Watch The Business Journey Unfold https://www.youtube.com/watch?v=9UN6XUD7Tfq
The Education Space	Website & video: https://theeducationspace.co.uk/
Velux	The Indoor Generation by VELUX https://www.youtube.com/watch?v=ygHU0mQGuJU