

## Campaign background

In 1869, Nature Research was launched with the aim of 'placing before the general public the grand results of Scientific Work and Scientific Discovery'.

Just short of a century and a half later, Nature Research devised an award scheme working in partnership with Estée Lauder, with the intent to recognise and celebrate inspirational, early-career female researchers and those who have worked to champion women and girls' participation in science.

We used a mixture of live action and highly stylised animation to depict the nominee's for their individual videos. The videos would go on to sit on Nature's website and social channels with the intention to raise awareness for the nominee's and inspire the next generation of female scientists.

Initially, from 2017-2018, Hub created four animated award videos, each focusing on a different inspirational woman in science through history. Using 2D animated graphics, images of the scientists, voiceover and a music track, the videos proved incredibly engaging and ultimately led to many nominations for the awards. Within the first year of being shared on social media phase one received over 130,000 views. Phase two was online for a shorter period of time but still received upwards of 55,000 views.

## Our solution

If you wish to view the video case study, please [click below to watch](#).



Following the success of the first project, Hub was asked to create a second series of videos for two Nature Research award categories; *Inspiring Science* and *Innovating Science*. Hub set out to create ten nomination videos with five videos per category comprised of self-shot footage of the nominee's in their working environment to give the videos a personal touch. Personalised 2D animated graphics opened and closed each of the videos.

The first four animations for phase one of the project were storyboarded and designed by Hub. These highly stylised 2D animations were script led, recounting the story and careers of female scientists spanning the decades, using images of the scientists, quotes and an informative voiceover. The aim of each animation was to showcase and champion groundbreaking research of women in science, inspiring others to come forward and nominate themselves, a friend or a colleague for the award.

### Phase two: Shortlisted nomination films



Phase two of the project required a different approach. As the short listed nominees were located globally, certain budget restrictions meant that a different solution was in order. Hub devised a shooting guide teaching nominees how to video a self-shot interview, including information on how to light, frame and record sound for a high quality output. It was important that this guide was as rigorous and detailed as possible to ensure Hub received footage of the highest possible quality. With a lot of careful planning, organisation and a strict schedule, the shooting guides were sent to the nominee's who then returned the rushes to Hub for editing.

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