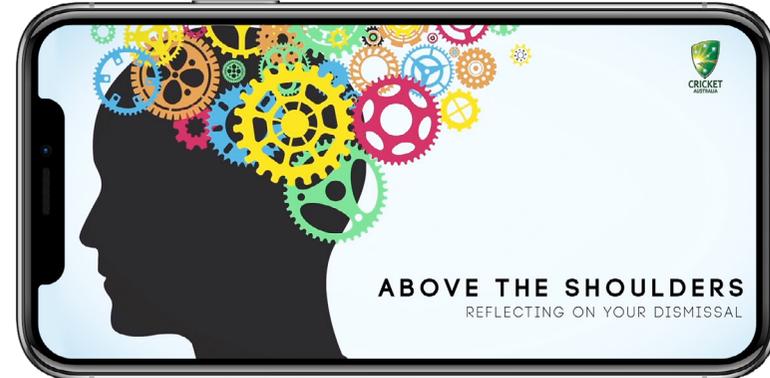
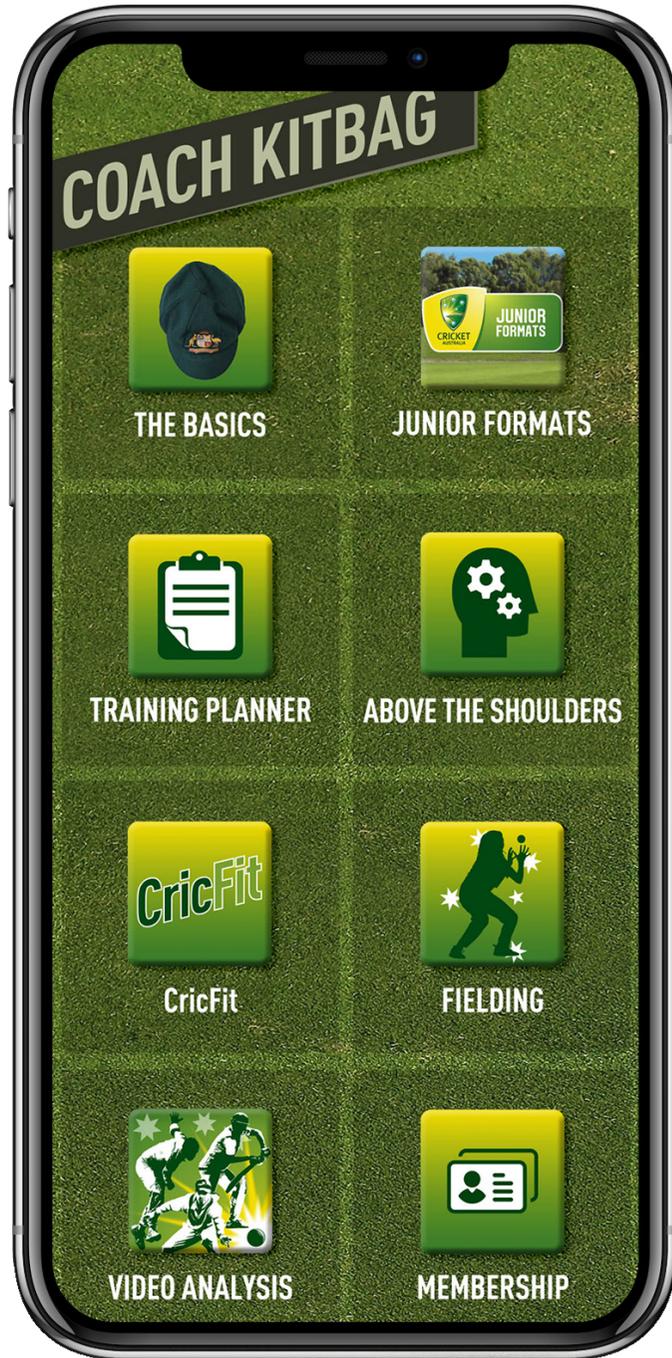




# SHOTCUT™

**CLIENT | CRICKET AUSTRALIA**

'CA COACH' MOBILE APPLICATION | CONTENT SUITE



**01** CA Coach Stage 1 Junior Cricket activities **02** Selected frames from *Stage 2 - Hitting Over The Top Activity Video, Above The Shoulders - Reflecting On Your Dismissal & Junior Cricket Umpiring*

## A. CA COACH APP

The CA Coach App was designed to support and promote ongoing development of the volunteer coaching community, particularly those working with junior participants.

Cricket Australia's Coach Resource department engaged SHOTCUT to help develop and produce a number of campaigns to sit within the CA Coach mobile app. With 6 individual apps housed inside the CA Coach platform, this has become a multi-year, multi-production project, creating hundreds of videos for players, coaches and volunteers across the country.

## B. CONTENT DEVELOPMENT

Cricket Australia initially presented an overview outlining the content needed for each section of the app. SHOTCUT then designed and developed the best way to bring these specific ideas to life in video form. Mobile specific content design templates were created allowing each set of clips to stand out from the next. The CA Coach App was designed to be used at home and on the ground at training and matches, therefore careful consideration had to be given to duration, motion graphics, cinematography, style, tone, branding, scripting and originality.

Roughly 250 videos have been produced for the app including 150 Junior Cricket Activity Clips, a 10-Part web series 'Above The Shoulders' focusing on mental skills, numerous coaching how-to resources, player aid content, fitness and training videos, as well as an overview set on the basics of the game.

Each individual campaign (The Basics, Junior Formats, Training Planner, Above The Shoulders and Cricfit) was produced separately throughout 2017/2018/2019 and uploaded to the app once post-production had concluded.

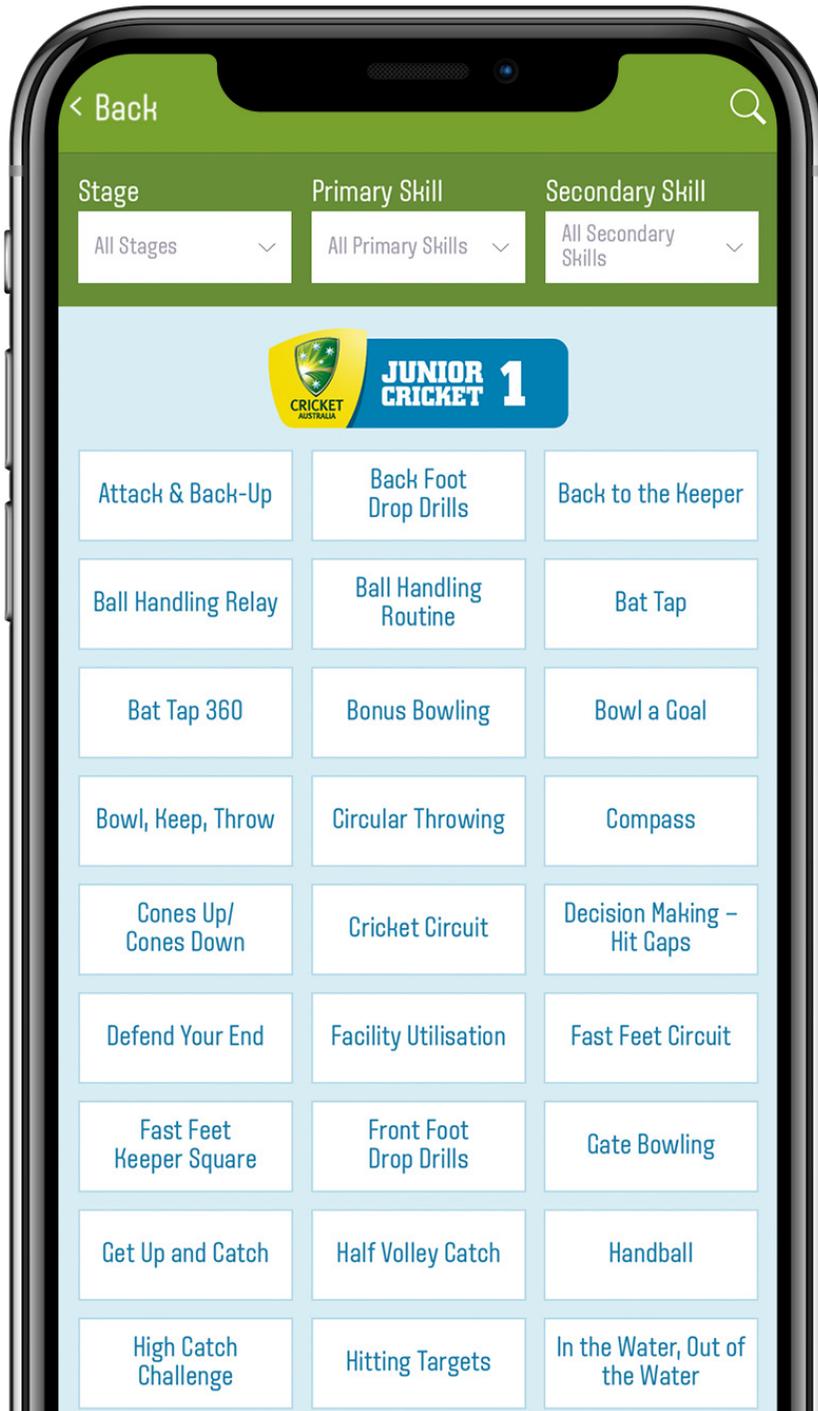
## C. CREATIVE

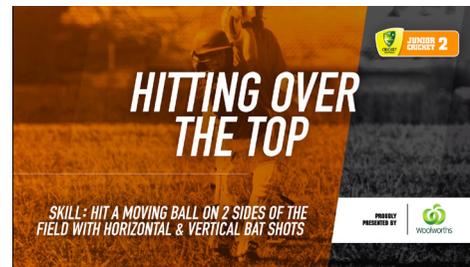
The Junior Cricket activity clips were developed around a 45 second template consisting of the same shot sequence. (1) activity overview (2) skill (3) complete activity (4) skill. A border housing key information such as activity setup, equipment needed and coaching tips were kept on-screen for the duration of the clip so viewers didn't have to rely on any voiceover if the clips were being watched during a noisy training session. All shots were framed slightly wider to compensate for the real estate lost on screen and locked off (no camera movement) to present the clearest activity vision possible.

'Above The Shoulders' was shot mostly as a multi-cam live practical session to present a real world picture. Allowing mental skills coach David Reid to run each session like he usually would, provided a much more engaging and organic look into some of the unique topics he covers. This content paired with structured pieces to camera and player interviews worked seamlessly throughout each 5 minute episode.

Establishing a distinctive look and feel for each set provided the variety needed for an app built around content. Pairing this with large and bold fonts, colourful but simple graphics, bright and high contrast imagery with upbeat voiceover (when needed) allowed each individual clip to engage with viewers on all mobile devices.

**03** CA Coach Stage 1 Junior Cricket activities home screen **04** Selected frames from *Stage 2 - Hitting Over The Top Activity Video* and *Above The Shoulders - Reflecting On Your Dismissal* [Click images to view content.](#)





[Click images to view content.](#)

## D. AWARDS

The CA Coach App has been both nominated and successful in the following national and international awards throughout 2019 :

WINNER : 2019 Yahoo! Sports Technology Award - Best Technology for Participation

WINNER : 2019 Gold Learn X Live Award - Best Learning & Development Project - Leadership Capability

FINALIST : 2019 Australian Sport, Recreation, Play Innovation Awards - Technological Solutions and Products



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