

Transcript

Title: Real Industry Experience at Little Green Panda, Will Issy Sink or Swim?

Year: 2022

Audio/video for this transcript available from: <https://commons.swinburne.edu.au>



ISSY: As I'm walking up the stairs, I can feel my heart just pumping. I was so nervous. So now I have my idea, and the only thing left for me to do is present it in front of the CEO. Little bit stressed.

Hi, my name's Issy, and I'm currently studying my Bachelor's in Media and Communication at Swinburne. Today, I'll be spending the day at Little Green Panda's HQ to get some real industry experience. I know that they make sustainable products like bamboo straws. I'm not quite sure what's waiting for me, but I am really excited to get started.

Hey, how are you? Hi, I'm Issy, nice to meet you.

DARINE: Nice to meet you, I'm Darine, so thank you very much for coming.

ISSY: Yeah, no worries.

DARINE: You find the place OK?

ISSY: As I see Darine walk through the doors, she looked so professional and so friendly. I completely forgot how nervous I was as she told me what we'd be doing for the day.

DARINE: So Izzy, your challenge for today is you're going to create video content - a reel for us at Little Green Panda.

ISSY: Yeah. Cool. Exciting.

The task didn't make me feel too nervous as I have had experience in my degree, creating reels. However...

DARINE: Then you have to pitch your concept to Manon, the CEO of Little Green Panda.

ISSY: Oh, OK.

DARINE: Then if Manon approves it, you're going to make it and it's going to be live on our social media at Little Green Panda.

ISSY: Live?

DARINE: Yes.

ISSY: From the account?

DARINE: Yeah.

ISSY: Cool, that sounds great.

So I went to a cafe that I knew stocked Little Green Panda's products, and I went to go check them out. When I first sat down to think of these ideas for this reel, I went completely blank. And I panicked. Yeah. panicked. The biggest thing that's worrying me is that I am not going to nail their branding on the head. Obviously, I've just gotten familiar with what their products are. I'm not too sure if I'm going to be able to meet their expectations for this reel. So I was thinking of ideas, and I'm sitting at this cafe, I think it was like 30 minutes I had spent there and I still hadn't come up with an idea that I liked personally. And then I went to go take a sip of my coffee using one of their straws and I realized, like, Wow, like this, this isn't soggy. I just I guess I expected it to be a little bit like mushed, but it was it was good. And that's where my idea came from.

So now I have my idea, and the only thing left for me to do is present it in front of the CEO.

ISSY: Hi, Manon.

MANON: Hi, I'm good how are you?

ISSY: All my nerves from this morning, just like hit me again.

So, my idea that I had for the reel is based around this: a soggy paper straw from a normal café.

As soon as I started talking about my idea, I just got really in the zone and I totally forgot that Manon was in front of me.

So, my idea for the reel is to do a soggy test. So, what that would mean would be having two glasses of water or coffee, and we could put one glass with the sugar straw from Little Green Panda and the other one would have the paper straw from any random café - and what we would do is ten minute intervals, or an hour intervals and we'd just show how durable the sugar straws are.

Oh, man, that was a lot of talking.

MANON: That's my idea. Thank you Issy, take a seat.

I actually think it's a really smart idea. I like the concept.

ISSY: Like such a big relief now that I have to go film the reel I'm just hoping that I can pull it off as much as I've talked it up, in the presentation.

I guess that's where it really settled in in my head, I was like, Oh, this is real, like, once I'm filming this, it's going to go live.

I'm really happy with how it turned out. I just hope that Manon sees it and likes it as much as I do.

MANON: Oh, yeah. Yes, that's really good. Amazing. Well done! Perfect. Thank you so much. All right. Three, two, one... It's live!

ISSY: I guess the best bit about today was the fact that I'm coming out of this with real industry experience where everything that I've learned through my degree, I've been able to apply it in a real life scenario, which makes me feel more confident, going into the workforce like tomorrow. Could you do me a huge favour, though? Could you go and like the post on Instagram if that's possible?

[END OF TRANSCRIPT]