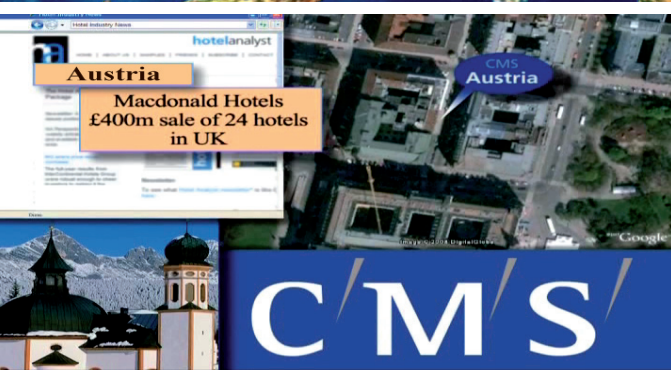




“A film that is persuasive and bring a story to life”



VIDEO PRODUCTION case study

CMS Cameron McKenna

Exhibition video

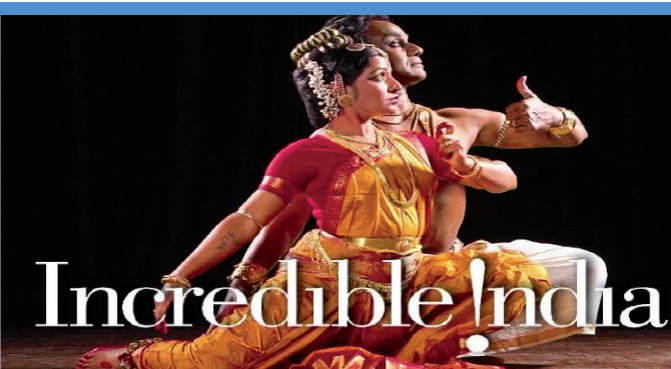
To create an exhibition stand continuous play video, this positioned CMS as a truly European operation and linked this to key industry and CMS news.

The video featured a simulated website with moving cursor bringing up news headlines with flying Google Earth animations pinpointing European offices.

Video worked so well as an exhibition stand backdrop that it was also used as a presentation tool and later as a conference opener.



“A film that is persuasive and bring a story to life”



VIDEO PRODUCTION case study

Indian Tourist Board

Destination relaunch video

To create a promotional tool to relaunch the new theme Incredible India, at a client and travel industry event.

A continuous play video was produced highlighting the diversity of India as a destination and this was broadcast continuously at lunchtime and evening events.

The final edit created the required surprise and post event, it was used extensively by the Indian Tourist Board for promotional purposes.



“A film that is persuasive and bring a story to life”



VIDEO PRODUCTION case study

Little Thatch Island (British Virgin Islands)

Holiday island sales video

To produce a ‘wish you were here’ sales tool, selling the sexiness of an exclusive holiday island and targeted at the high net worth individual.

The concept was to let the island speak for itself – with dramatic helicopter shots and a mix of romantic day and nighttime ‘pans and tilts’ from and out towards the sea. Enquiries for the exclusive hire island, escalated.



“A film that is persuasive and bring a story to life”



VIDEO PRODUCTION case study

London Aunts Travel

U.S. cable TV pilot travel programme

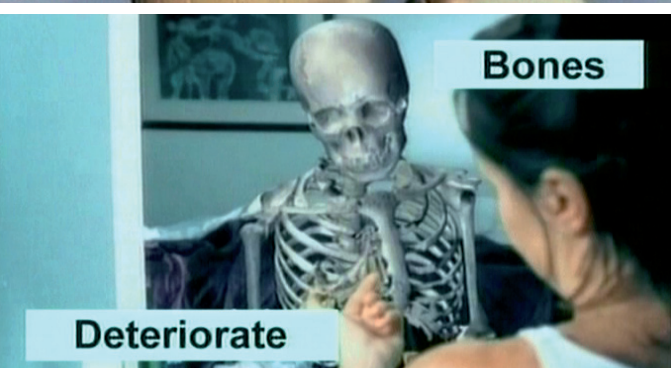
To create a 15 minute pilot travel programme for U.S. cable networks with the objective of showcasing UK destinations.

The concept was built around two characters, William Shakespeare and Anne Hathaway (in period costume) visiting the sights and dropping little known titbits into the commentary.

The pilot was accepted but the series was canned due to anti American activity and a sharp drop in U.S. overseas travel.



“A film that is persuasive and bring a story to life”



VIDEO PRODUCTION case study

National Osteoporosis Society

Fundraising video

The objective was to create awareness of the dangers of osteoporosis and to use this film as a vehicle for fundraising - through corporates and the public.

The solution was to script and shoot a new video with personality Maggie Philbin as the link but using osteoporosis sufferers and 3D animations to tell the osteoporosis story.

The finished video was very well received and was successful in helping the NOS to increase awareness and its fund base.



“A film that is persuasive and bring a story to life”



VIDEO PRODUCTION case study

Virgin Media

Incentive launch video

To create a launch piece communicating the excitement and extent of a mystery shopping and incentive programme across all channels.

The solution was to script, shoot and edit an off beat video promoting the structure and exciting reward for positive effort.

This resulted in an impactful launch, swift programme uptake, improved quality standards and sales improvement.



The Edge