

**Case study: Celebrating achievement DVD**





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### **The aim:**

This six minute DVD was produced for our client's annual Excellence awards programme. Its sole purpose was to be a fast-moving, inclusive profile of the various achievements of the company's 3,000+ staff throughout the past year. The film was played to an audience of employees, clients and suppliers at the awards evening – prior to the formal presentation ceremony.

### **The solution:**

Working within a tight budget, the film had to use a varied mixture of supplied photographs and 2<sup>nd</sup> use library footage to document the various achievements of our client's people. No original footage was shot for the film.

Structurally, the storyboard was broken into four quarters covering the four calendar quarters with equal emphasis given to the achievements of all three business units (Water, Energy and Transport). The commentary was written to be clear and concise.

A library sound track is used in a staccato-like fashion through the four quarters then gradually building to a strong finale finish. The accompanying narration (utilising a Sean Bean sound-alike!) is employed to ensure the film is pitched at the right level – not too corporate but also not too irreverent either.

An essential requirement of the film was to cover a lot of ground quickly and in a balanced way – ensuring all sites/teams were in some way mentioned during the film. In all 35 team/individual achievements are mentioned – ending with an overview of each business and a reinforcement of main business messages.

### **The results:**

When the film was played to the awards evening audience it received an enthusiastic reception. There was much clapping and whooping as each individual team was mentioned. This got louder and louder as the film progressed! At the end, the whole audience applauded what had been a very successful year for the business.

As a business communication, the film served its purpose on the big night by successfully recognising multiple individual and team achievements. And it got the awards presentation off to a very warm and enthusiastic start.

Months after the awards evening – the same film was still being shown to various teams up and down the UK as part of the managing director's communication road shows (not an original objective of the film). This year's awards programme is now in full swing and another year review is currently in production.

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