

ILLUSTRATING 'ON BRAND' BEHAVIOUR IN SHORT FILMS

All too often, a company's brand values are banished to a website or just sit within a company brochure. No-one relates to them (or even remembers them). We use Filmettes – very simple in-house style productions – to showcase 'great', 'ok' and 'poor' customer service. By using real people and

scenarios from within the business, employees can easily relate to these and immediately apply the learning to their day-to-day activities. These Filmettes are an extremely effective way of encouraging behaviour change and can be used across different internal communications channels.

CASE STUDY

THE UNIVERSITY OF TEXAS
MD ANDERSON
CANCER CENTER

The M.D. Anderson client reports, "through creating short 2-minute filmettes we have been able to illustrate how our values translate into behaviour in various workplace situations. These filmettes have had a high cultural impact proving to be a discussion topic amongst employees".

WHEN IT CAN HELP

- Rebranding / Brand refresh
- Post merger or acquisition
- Strategic business change

DELIVERABLES

- Distillation of key behavioural traits based on existing brand values
- Creation of customised scenarios
- Full story boarding
- Film direction, shoot, editing and post-production (jointly with client's agency or our strategic partner)

OUTCOMES

- Triggers individual value to behaviour translation
- Touching audiences outside the conventional communication channels