



CASE STUDIES

Brand Application and Process
in Video and Digital Media

CONTENTS:

Covanta Energy: Rethink (2008)
Workscape (2008)
National Brain Tumor Society (2009)





ROLES Co-Creative Director
On-Set Art Director
Post-Production Art Director
Motion Graphics/Animator
Stock Photographer

BRIEF Covanta Energy needed a video that would provide an overall introduction to their company and explain and contextualize the Energy-from-Waste process they use, for the communities they serve. They also wanted to incorporate their key marketing themes and messaging, with a special emphasis on the environmental impact of their services.

GUIDING PIECES



WEBSITE FLASH ANIMATION Playful animation showing items of trash being dropped into frame & then transformed by a rolling lid into icons representing electricity.



PRINT COLLATERAL Selections from a brochure & their 2006 Annual Report show a focus on environmental imagery, as well as an emphasis on a clean, gridded format.

PITCH We proposed creating the video around dynamic, animating grids of imagery and text. This allowed us to maximize the amount of factual information conveyed, while reinforcing their message of clean energy and environmental stewardship.

Building upon the playful approach taken in Covanta's existing web and print marketing, we also proposed a twist on the typical narrative structure seen in corporate videos: characters that are established as part of the background action break from their activities to address the narrator directly. This irreverent narrative approach adds levity to a commonly dry corporate video style, and it further engages the viewer by echoing their concerns and serving as their representative voice in the video.

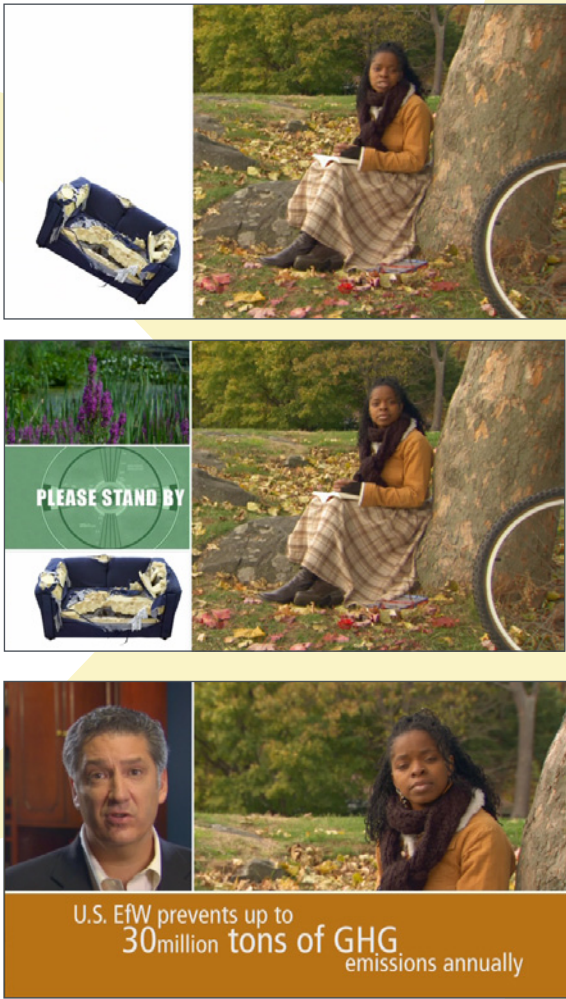
FINAL VIDEO



VIDEO STILLS Examples of the grid structure as used in the opening, plant tour & closing sections demonstrate how various content is mixed in a single frame.



PITCH STORYBOARDS Early visualizations of how character scenes might be incorporated into the layout of the video.



An icon from the website punctuates the interruption of the video, when a character begins to address the narrator directly. Here the CEO intercedes on the narrator's behalf.



ROLES Post-Production Art Director
Motion Graphics

BRIEF Workscope offers human resource management solutions to a wide range of corporations. Their sales and marketing department was looking to shoot client testimonial videos that would be used by their sales-people in the field and at trade shows.

ORIGINAL GUIDING PIECES



PREVIOUS BRANDING EXAMPLES Workscope’s primary branding element consisted of rolling waves that created dynamic arcs, as they washed across the company’s logos, web reveals & other key marketing imagery



ORIGINAL VIDEO



VIDEO STILLS Our video treatment included lower third IDs & animated title screens.

REDESIGN BRIEF After Workscope shared the videos at a first round of tradeshow, their marketing department decided to take the look of the videos in a different direction. They felt the videos should incorporate the core elements of Workscope’s branding into the kind of sleek 3D motion graphics that can be found in broadcast news bumpers.

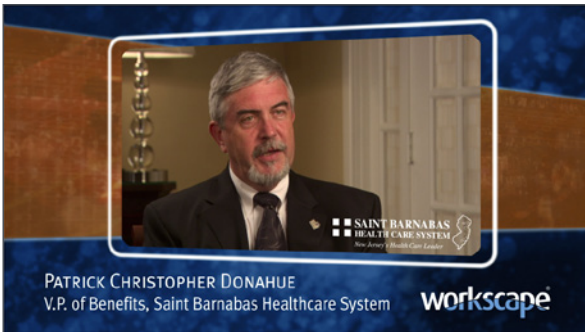
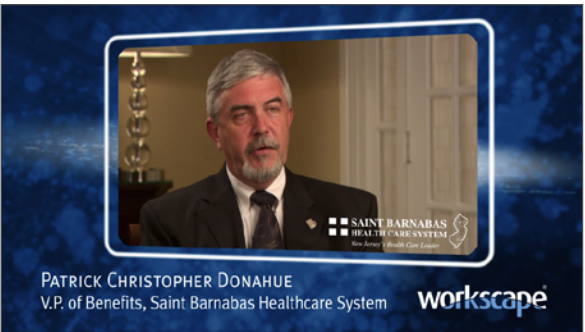
REDESIGN PITCH We introduced the idea of floating video panels as a framing device that would integrate the existing interview footage into a new 3-dimensional space. These virtual screens were designed to swing into position to reveal supporting text, as needed. The original title animation was retained at the outset, integrating this new look into Workscope’s main branding identity. The viewer is then immediately transported into this exciting new space by flying the camera p.o.v. past the planes of translucent waves and video screens.

REDESIGN PITCH



3D STORYBOARDS Several examples of how the existing video could be re-framed to exist in a 3D environment.

FINAL VIDEO



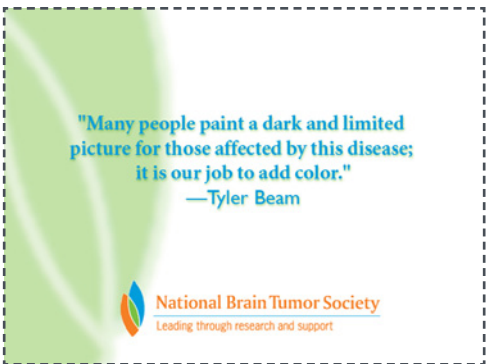
VIDEO STILLS The opening animation transitions the viewer into the 3-dimensional video space. The fluid, water-like feel of the main video background was a nod to the waves from Workscope’s existing brand identity. A plane of constantly moving data expands behind the main video-panel—adding depth & creating an environment for support text. This framing allows for additional visual emphasis on the endorsement: the testimonial speaker’s ID text & company logo now appear alongside Workscope’s logo throughout the video.



ROLES Co-Creative Director
Post-Production Art Director
Motion Graphics

BRIEF In 2009, the Boston-based Brain Tumor Society had just merged with the San Francisco-based National Brain Tumor Foundation to form the National Brain Tumor Society (NBTS). For their Annual Meeting, they wanted to demonstrate how the expanded services and scope of the two organizations complimented one another, and they wanted to lay out their hopes and plans for the future of the organization.

PITCH Knowing that non-profits need to maximize the use of every dollar they spent on a video, we recommended conducting the interviews on green screen. This allowed NBTS to incorporate many visual elements of their latest branding, and gave them the option of repurposing the material in the future.



PITCH STORYBOARDS Examples of an interview with lower third ID, informational text frame & option for a split screen treatment.



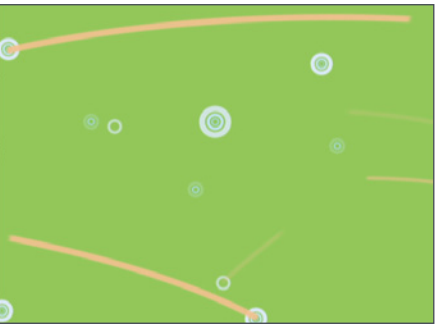
INVITATION The map was a key symbol of the organization moving forward, and would be part of a visual theme for their Annual Meeting. It represented organizational unity—bringing together patients, researchers, & service providers from across the country.

GUIDING PIECES

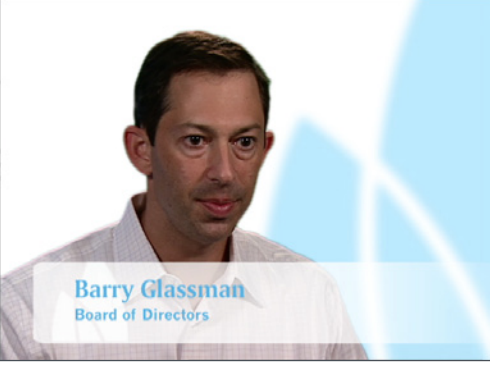
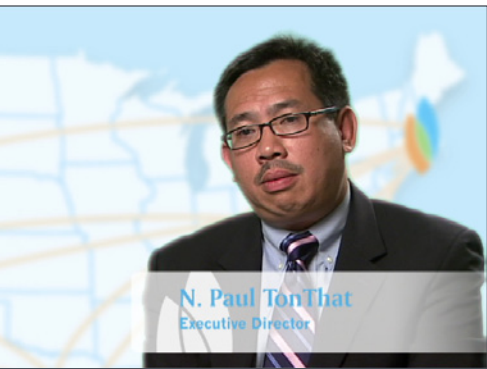


PRINT BROCHURE Patients, researchers, & advocates get equal billing in the marketing for the new organization.

FINAL VIDEO When we saw the direction NBTS was going with their print collateral, we wanted to incorporate more of their map imagery, as well as their concept of “Many voices. United purpose.” We proposed creating modular opening and closing animations that would not only reinforce these themes, but could be used in future videos and campaigns.



OPEN Independent nodes appear from the darkness & are soon joined by more nodes that begin to shoot arcs connecting one to another. As the nodes drop back into space, the map appears. The building momentum of the arcs, nodes & supporting phrases creates an energy of excitement & building potential.



BODY Backgrounds for the interviews incorporated the map graphic as well as the new logo. A subtle ghosted logo is also present in the lower third IDs.



The section on local events employs a split screen framing to showcase the many faces of the brain tumor community.

Text frames were given a clean, uncluttered look to not compete with the factual information being conveyed.



CLOSE The breadth of people involved in NBTS includes patients, family members, volunteers, support staff, advocates, & researchers. This diverse array of people necessitated the creation of a grid to highlight the faces of the organization. From this grid, voices echoed important themes, culminating in a group rallying cry to “Inspire hope, Take action. Unite to fight brain tumors!”