

CASE STUDY:

“We wanted to stand out above our competition”

- Peter Coyle, Leading Partner, Coyle White Devine

My name is Peter Coyle, I'm a solicitor and senior partner at Coyle White Devine. We are a firm of solicitors based in Amersham with offices in London, Amersham and Dubai.

Coyle White Devine has a modern approach and we like to do things that are a little bit different, to set us apart from the rest. That's where Take One came in.

I had thought about using video as a way of communicating who we are and what we do to potential Clients. I like the fact that it makes us real people who prospects can meet before they actually meet us. It seemed to be a more 'real life' than just using a brochure.

We engaged Take One to make a promotional video for us to not only show potential clients the services we offer, but more importantly to provide a face to the names of the key partners in our company giving us a more personal touch.

Take One enabled our prospective Clients to see why we are passionate about what we do and why we are so different from the competition.

It's now presented to the world on our website!

The video has made a crucial difference to our business. We had a Client come to us who had scoured the internet and looked at 23 different solicitors in the region. He chose to instruct us specifically because of the video on the website and said that he hadn't seen anything like it anywhere else.

To date, we've actually had numerous pieces of new business as a direct result of Clients' viewing the video on our website.

Take One were a pleasure to work with too. After talking through what we wanted to achieve they took us away for half a day's filming – being in front of the camera was a bit daunting at first but it ended up being a very enjoyable fun day.

The video was finished and delivered quickly, they are lovely people and I fully intend to use them again.

“I don't think there's a business that wouldn't benefit from video; actually presenting a real life situation on film seems to me to be the best way of showing people who you are and what it is that you actually do.”

Based on the success of their original promotional video, Coyle White Devine have now commissioned a series of short videos for their new website and will be using Take One to provide Electronic Marketing packages to promote their Litigation, and Criminal Law practice as well as their expanding debt recovery services.

For more info: www.cwd-law.com



CASE STUDY:



“Extremely good value - always the first people I go to, and so so helpful”

Sarah Jousiffe, Head of Customer Closeness, Sky

Background

British Sky Broadcasting Group ‘Sky’ is one of Britain and Ireland’s leading home entertainment and communications companies, providing services to more than 40% of homes.

Sky regularly conducts consumer workshops which enable it’s marketing people to gain important feedback directly from its customers to help shape future strategy and improve products and services.

“Capturing the real feedback is crucial to enabling us to share and evaluate findings with core stakeholders from across Sky’s broadcast channels and associated services such as Broadband and telephony, hence production needs to be of the highest quality and the messages must be insightful.”

Requirements

One-stop shop - all video recording and post-production services under one roof.

Fast turnaround - imperative that output is distributed as quickly as possible and support available at short notice. Turnaround needs to be within two days.

Professional production and content values - the feedback sessions are extensively circulated and reviewed at the highest management levels within the Sky organisation.

The Project

As a company, Sky’s success comes from delivering outstanding products and value to its customers. As part of their ongoing customer engagement programme, a review session was organised at Twickenham RFC on behalf of Sky Sports, the stakeholders, to gather and evaluate feedback on Sky’s sport output from existing, potential, and lapsed customers.

This involved providing:

Video recording: 1to1 interviews questioning selected respondents from the event, directed by Take One.

Multi channel audio set-up and recording: Providing an in-depth commentary with analysis of the event.

45 minutes of raw video material encoded:

The audio files were uploaded directly to Take One’s studios and transcribed overnight to create an audio storyboard.



Results

After finishing filming late in the evening, the raw footage was categorised and stored on Take One’s servers, and the rushes were encoded and logged accordingly. Transcription was carried out overnight to enable the selection of key comments and storylines from the event in preparation for editing the following afternoon. Approvals and amendments were handled remotely via Take One’s secure ftp site and the final Master cut was delivered to Sky for upload to their intranet by close of business the following day.

An added benefit of this rigorous production process, was that when Sky returned at a later date requesting an alternative cut of the event to focus upon different output, Take One was able to repackage and re-edit the output accordingly.

“Demand nowadays is so much more adhoc. Take One are always brilliant at fast turnaround, and very creative with whatever budget we have.” Sarah Jousiffe.

CASE STUDY:



“A professional, proactive, quality company—that’s why I use them”

Michael Holland, CEO Universal Group and Managing Director of 5G Communications Ltd

What makes a successful ‘hands on’ company like the Universal Group use the services of a professional video company? That’s the question I put to busy CEO Michael Holland of the Universal Group on a pit stop between flights and meetings.

*“How did we first start using Take One?
Well, they were once a tenant in our building and I went along to ask if I could borrow a video camera from them – it all went from there really.”*

From that time, **Take One** have produced over 100 videos on all sorts of subjects for lots of different uses – sales training, staff information, promotion for our business, to name a few.

We are growing and have many branches across the UK and also abroad. Keeping staff up to date with what’s happening in the company became very important and **Take One** helped us to do this with a series of bi-monthly ‘news reportage’ videos.

They worked really well, they were made to be entertaining as well as informative and the staff felt closer to the business which helped motivation and team building. It was also a great way to get to everyone in the various parts of the Universal Group without having to travel!



As CEO of Universal Group, travelling is something that Michael Holland is very familiar with. He places a lot of importance on professionalism and creating the right image for his business.

*“I use **Take One** because they are very professional. They are easy to work with, which is key, and are a quality company – they add professionalism to our business and that’s why I choose to work with them. If they didn’t, I simply wouldn’t use them.”*

Staff are another important part of the Universal business – this is evident in the relationship between Michael and his team. Good recruitment is essential and training is fundamental.

Take One have put together and run many training days and seminars over the years for us, (since 1994) also producing training videos and materials which we use as part of our internal communications programme. This has included courses, speaker management, sales incentives as well as making a DVD for potential recruits in Australia and South Africa to take away with them after they have attended their interview.

*“I think of **Take One** as being part of our business, they are proactive with ideas and take on a project and run with it, saving me time and money.”*

Even as I closed my notebook Michael was already onto the next challenge, filming an employee doing a sky dive over the South coast of France.

For further info: www.5gcomms.com

“I now think of Take One as our own in-house communications department.” Michael Holland

CASE STUDY:

PHARMACEUTICAL , MEDICAL and Corporate Health

“One of the most powerful communication tools available today to promote, train and educate within the pharmaceutical and medical sector”

Experts say that 75% of the information we retain is visual; but video can be more than just a communication tool, it can help increase the bottom line. Recent reports have shown that video can contribute to a 20% increase in brand and product awareness and produce a 62% uplift in sales. There are so many different ways that video can be applied within the Pharmaceutical and medical industries.



Bringing together a team of medical advisors to train them on new products or the latest selling technique can be a costly event. Consideration has to be given to travel expenses, hotel accommodation, conference facilities, not to mention time away from their territory. Using video to highlight the benefits and statistical evidence of a new product, or to demonstrate key selling techniques could be a more cost effective route. It also has longevity and can be used time after time to fast track inductions for new employees.

Video acts as a support for CPD and product training, and should be part of the basic product resource kit. It saves time and money, allowing information to be accessed via the intranet or on an interactive DVD, when needed, in a consistent and reliable manner.

Take One has been working with and producing high quality video programmes for the pharmaceutical industry for over 25 years.

We have worked with a range of Medical Clients including GSK, Janssen Pharmaceutica, Leo Labs, Pfizer, MSD, Johnson & Johnson and Corporate Health Ltd.

EXAMPLES:

When someone is diagnosed with a medical condition it can often be quite stressful for the patient and difficult for them to take in the relevant information. An explanatory video can be a creative way of improving patients' understanding of their medical condition and treatments.

It's a resource that they can retain and return to for clarification, as in a recent programme Take One produced on psoriasis which showed a patient/counsellor discussing the key issues for a newly diagnosed sufferer.

Keeping a medical team up to date can be aided through the use of video. It can highlight the benefits of a particular drug, in what circumstances it should be used and how it should be administered. And it can be watched repeatedly to improve understanding.

It's quicker to take in and digest information than written documentation alone, because the message is consistent and not diluted via word of mouth. It can bring medical products or procedures to life, especially ones that are complex to demonstrate.



CASE STUDY:



USING VIDEO TO PROMOTE SMALL BUSINESSES

“I watched as this business came to life”

Mike Duckett, Business and Life Coach, Coaching for Success

Mike Duckett at Coaching for Success could see how using a video worked well for companies selling a product or even a service that has a visual element but coaching?

The biggest issue face by **Take One** was actually getting to the clients. They are all very busy people and not often in one place long enough to be filmed.

How could that apply to him?



*“The key thing is that **Take One** went the extra mile for me. It would have been an impossible task for me to arrange meetings with all these Clients in the timescale – **Take One** took all that away from me.”*

Another great idea that **Take One** had was to make the DVD really interactive. “I wanted it to do several jobs. It needed to have retention value for people to show to others as a taster, and also to appeal to a wide range of markets.”

Mike heard Karen Pawlowska of **Take One** talking about her business and clients each week at a networking group they are both members of.

Take One suggested shooting the main video and then clipping out the individual interviews so that each interview could be used in isolation enabling viewers to choose the one that were particularly interested in. Once made, the DVD has been applied to many different marketing activities.

When Karen showed a video that **Take One** had created for a firm of solicitors Mike suddenly saw how a video could benefit his business.

*“**Take One** unlocked my mind and showed me how using video could really benefit my business.”*

“I watched as this business came to life. It was a business area that seemed quite staid and difficult to promote but the video really got their message and ethos across.”

Making the business ‘visual’ was a great challenge and they achieved it brilliantly.

Take One suggested that his business would be best explained by his customers – seeing the effects of coaching through their experiences.

I would recommend them to any company who is looking to reach new customers and wishes to discover different ways to get their sales message across.

CASE STUDY:

HARNESSING THE POWER OF THE MOVING IMAGE

“I watched as this business came to life”

Mike Duckett, Business and Life Coach, Coaching for Success

What does that mean?



At Take One TV, we take pride in working closely with our clients on many different projects with an aim of not only meeting but exceeding their objectives. For some it is an internal communications issue; getting a regular stream of news out to lots of locations and making sure it is heard and seen and understood. For others, it's giving exposure to their products and services in an impactful and creative way.

Some of our customers are service providers and that can be a hard sell for them; after all how do you show visually something that you can't see? Well, we know how to do that too!

Social media has become a game changer in today's digital age and its importance should not be ignored, after all if you are not harnessing digital marketing to your advantage then you can bet that your competition is. We can assist you stay ahead of your competition. Ask us about how our Digital Marketing Package can enhance your on-line presence.

Why would I be interested?

In reality it means getting your business message across to your clients, staff or prospective customers in a way that's visual, tangible but most importantly, powerful.

Video is a dynamic communication medium that helps businesses like yours to market and sell services and products. It can be used to inform, educate and motivate your staff in a way that no other medium can.

Many people believe that a professionally produced video is for the big players; that it's expensive and way out of reach for smaller businesses. Actually, you'd be surprised – with new production techniques it is more affordable than ever and it can take your clients' perceived image of your company to a whole new level.

Take One TV are specialist producers of business videos for promotion, communication and training purposes. We have been in the visual media business for over 25 years now, so we know a thing or two about communication.

How can we help you to promote your business?

Call us now to find out on **01494 898 919**

or e-mail us at **info@takeonetv.com**

You can also check out the website at

www.takeonetv.com or go to our YouTube channel

TakeOneTVUK

