



DIGITAL

CASE STUDY

WHITE SPACE

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Create a suite of video and animated resources
for a 'Futures' campaign online



WHITESPACE DIGITAL CAMPAIGN

The Brief

A long-standing client, White Space Strategy wanted to launch a 'World in 2030' campaign to new and existing customers to showcase their expertise in planning and strategy.

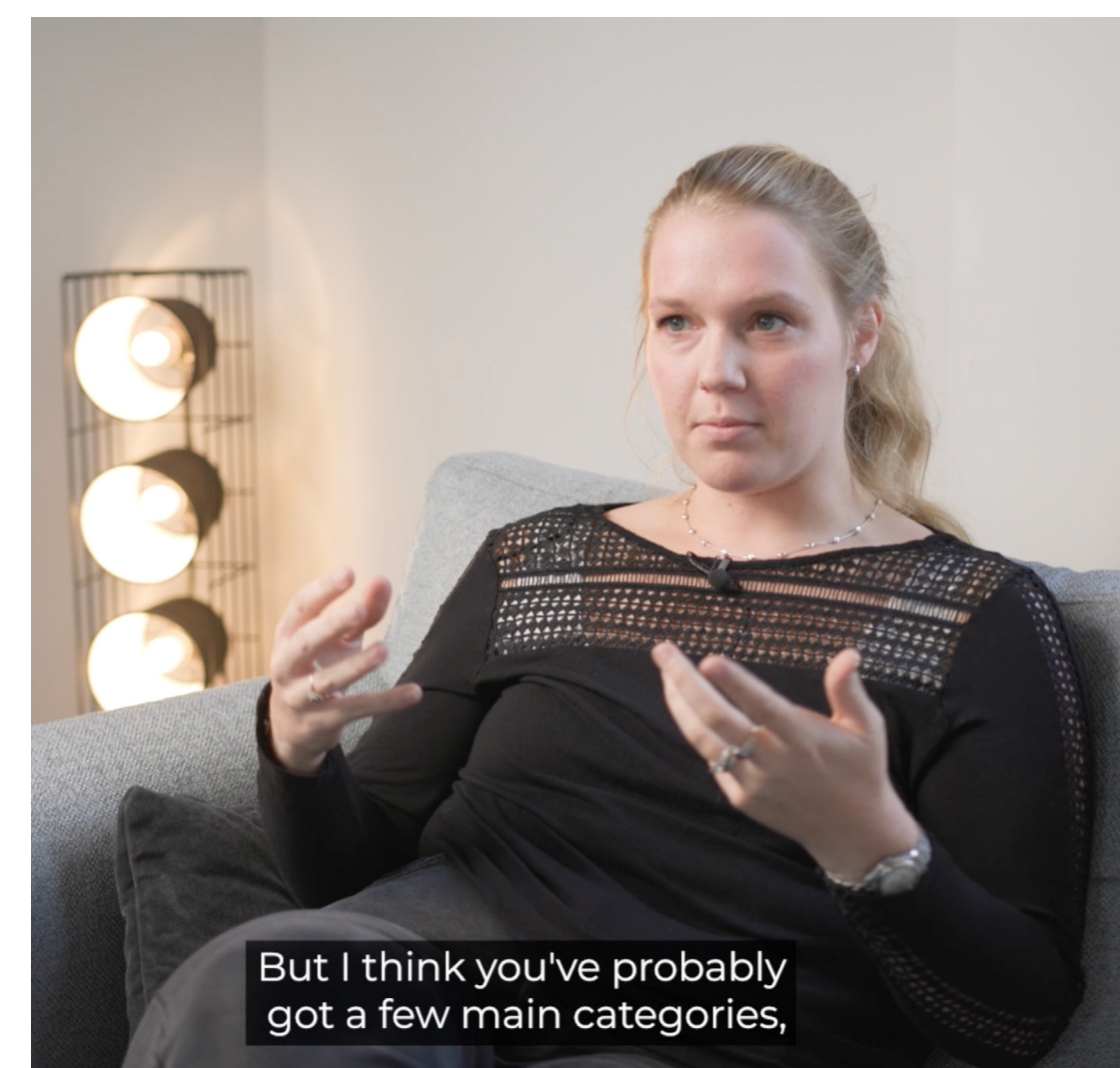
They required assets that would be made available to a subscribed online audience as well as using them offline for customer presentations.

Our Solution

White Space Strategy were clear in the messaging they wanted to deliver in their Futures campaign. A huge wealth of knowledge amongst their existing staff was to be showcased to highlight their ability to think outside of the box as well as predict future social and business scenarios that would affect the world of commerce.

Surefoot sat with MD John Bee to really dig deep and ascertain what White Space Strategy wanted to convey to their audience and in what tone of voice. It was clear with such an experienced team of experts that putting them in front of the camera as 'talking heads' would be the most direct and relatable way to get this across. We worked with John to help structure and plan the interview content and visuals, all who had their own areas of expertise.

Setting up for a full day's videoshoot, Surefoot managed the day with multi-camera videography, audio and scene setting. A well planned day left us with an abundance of video content to take away, edit and re-frame in presentable snippets. 28 individual videos were produced from the raw content, spanning Connectivity, AI, Sustainability, Population, Wealth and Education and even Quantum computing. The interviews were mixed with titles, stock video and an underlying audio track to create some hard-hitting bits size content that resonated with the audience.



The video content was a huge success on the client web portal and was supported shortly after with animated story telling. From the information gleaned from the video content the 8 individual animated posts were story-boarded, designed and animated by Surefoot, adding a different arm to the whole customer campaign. They served as a fantastic resource for social media interaction and direct customer contact.



THANK YOU

For more information and to explore how we can help you,
please contact our branding team:

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