

FISITA

# Hurricane Proposal 2016

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# Hurricane Introductions

Hurricane is an independent award winning video production and content marketing agency with a wide experience in producing emotive, engaging content over 10 years.

Conceived to deliver effective communications for organisations like FISITA. We deliver eye catching, emotionally engaging films placed within a framework of clear business objectives.

Our most recent showreel can be seen here: [Hurricane Reel](#)

By making things as easy as we can for our clients and focusing on delivering high quality results and service, Hurricane stands apart from others in the industry. It's not just what we do, but how we do it. In fact, 90% of our clients come back to work with us again within twelve months which reflects the quality of our work, but also what we are like to work with as people.

Hurricane has a focus on delivering quality at a competitive price. Our systems and workflows are designed to be efficient yet agile. We started in the same year as Youtube and have grown as specialists in digital marketing. Our studios in Bristol allow us to offer better value than similar companies in London whilst having a talented pool of creatives on hand.

Hurricane is designed from the ground up to work in a highly collaborative manner with clients. Our established workflows help communications teams and other senior managers to express their goals in a focused and constructive way. We follow this with a track record of meeting goals with powerful and effective video campaigns.

We understand that organisations like FISITA are subject to a wide range of forces and we are used to working across cultures and geography. We work with multinational companies like Sanofi Paris (film with [Diabetics climbing Kilimanjaro](#)), Infiniti Geneva (car launch campaign), Airbus space Paris ([Corporate video](#)) and IUCN New York (for the recent [global climate change conference](#)).

As an agency we have a clear focus on customer service and believe that films should not only be powerful, but they should be delivered in a way that is a pleasure for our client. Our customer services champion is constantly improving the customer journey and our focus is on ensuring great communication and a smooth flow of work from initial brief to campaign reporting.



# FISITA Video - Relevant work

Hurricane is a multi award winning video production company with extensive experience in the development and production of corporate videos. We have worked closely with marketing, communications and senior boards to create beautiful, and effective video pieces.

## [Airbus Space](#)

Airbus Defence & Space came to us for help in repositioning their brand. We created a video marketing campaign that used an emotionally engaging film to cut through in a technology driven market place. Key to our brief was to hit a number of specific verticals including oil & gas, agriculture, defence and the environment.

## [Infinity Q30 Launch](#)

We created this impactful interview led film for premium car brand Infinity. The video series needed to appeal to a broad audience and communicate Infinity's dedication to design excellence

## [Volvo V60 Polestar](#)

Starting with the title 'A racing car for everyday life'. This film aims to build an emotional response from the viewer, by telling the core story from a sons perspective. Hurricane ran complete production on the video, from planning locations, creative direction, casting models and

filming on the day, all the way to refining the final edit.

## [GSMA - Connected world](#)

The GSMA represents the interests of mobile operators worldwide. It spans more than 220 countries and unites nearly 800 of the world's mobile operator.

Our task was to develop a creative solution that clearly explains a future in which technology will change the way we live. The concept, known as "Connected Living", is wide ranging and very complex, and the creative challenge was to condense a wide set of messages into a compelling narrative.

## [Michelmores](#)

Michelmores approached us to create the centrepiece of an ongoing video marketing campaign. They came to us with a brief of, not only needing to say something different to their competitors, but also a real desire to stand out from the crowd – to be brave. After a series of productive brand sessions and workshops with Michelmores we scripted, designed, planned and edited this two minute marketing video that communicates their core message – "We are more than just solicitors."



# Our Process

We believe that powerful films are driven by both emotional connections and engaging facts. Our process begins with a messaging session with key stakeholders. We ask what the film is meant to do and what it might show ... but we always ask why should viewers care? Once we know the emotional driver of the audience we can focus on ways to target that emotion.

There is a wide depth of research into the ideal duration for a video but in summary, shorter videos work better. With that in mind Hurricane would conduct a session with key stakeholders at FISITA to prioritise messages in the proposed film and from this session propose edits to the script to maximise its effectiveness.

Hurricane has several highly experience script writers in house and they would work in collaboration with FISITA to develop a clear, engaging and effective script.

It is after an messaging session that Hurricane would propose final creative executions. To give an idea of possible executions along with costs, we have included ideas on the following pages. Please note that these concepts are based on the current brief and there is room for the development following initial conversations with FISITA should we be awarded the contract.

Hurricane is a responsive, fast and agile production company and can turn around ideas quickly. Our systems for pre production, production and sign off ensure that we do not miss deadlines and we deliver on budget.



# Possible approaches

As outlined on the previous page, the first thing we would do before commencing any final creative, would be to conduct a messaging session at FISITA.

However we have applied our minds to some initial ideas and the following pages outline 3 different possible approaches for the film. These are just some of the many ways we could tackle a project like this. We can discuss these further with you once we move to the next stage.



# Option 1 - Interview led with archive



## 'Driving the next generation'

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There is a clear need in this project for the viewer to hear from established voices, real case studies and KOL's in the field of automotive engineering.

One approach is to conduct interviews with key figures. Then combine this interview footage with both bespoke footage of Engineers at work in their jobs, and also stunning archive footage (stills and video) from automotive partners.

Archive footage might include beauty shots of cars, historic design images, 3D engine models and inspiring footage of engineers. This could also be supported by motion graphics to pull out key information related to the interviews and the other key subject matter of the film.

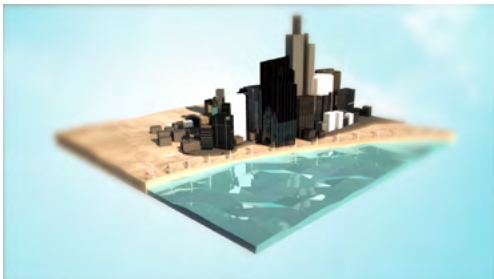
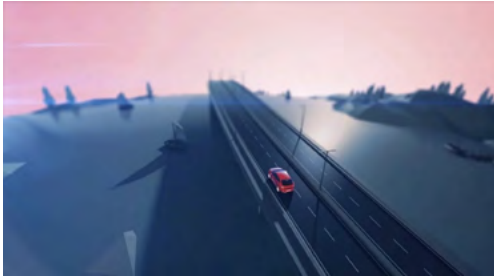
Example videos:

Interview led (footage would be replaced with archive): <https://vimeo.com/131689528>

Archive footage: <http://www.hurricanemedia.co.uk/portfolio/michelmores-solicitors-brand-video/>



## Option 2 - Animation



### 'You are: The future of automotive'

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Another way to tell the story might be to use animation to bring the overarching narrative to life and then to support this with inspiring quotes and imagery.

For example we might take the theme of automotive engineering and create a dynamic journey to show the progression of someones career. Then use either filmed interview clips or quotes and voice over from KOL's to support the messaging.

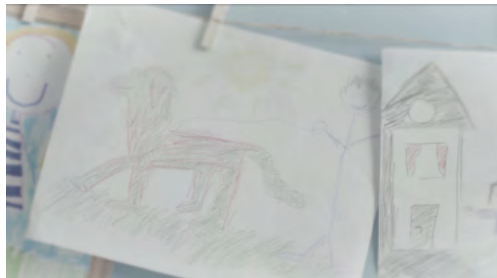
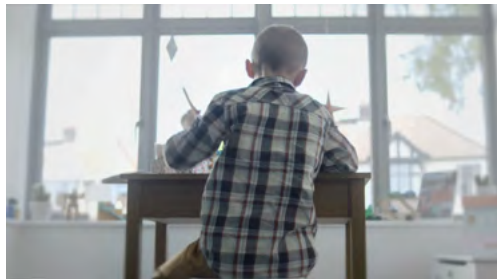
Future concepts in automotive engineering such as driverless cars, propulsion, connectivity and safety - could be illustrated with dynamic animation. To give a real feeling that this is a career 'for' and 'of' the future.

Example videos:

3D animation: <http://www.hurricanemedia.co.uk/portfolio/gsma-connected-world/>

Animation combined with photography (download link): <https://app.box.com/s/3hw0b1p26oytkh8mjmq9>

## Option 3 - Story based film



### 'When I grow up...'

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The third approach FISITA could take would be to focus on the story of a future engineer from a child's perspective. Working on the premise that this child imagines their future in the industry.

As the story unfolds we would reveal all of the amazing projects, challenges and innovations the child would be involved in throughout their career.

We could support this child's vision of the future with archive from automotive manufacturers of future car designs and new technologies, painting the picture of an exciting and innovative future.

Example videos:

Volvo V60 Polestar: <http://www.hurricanemedia.co.uk/portfolio/social-video-volvo/>





# Hurricane: The team

Our in house team includes producers, designers, animators and editors all of which allows us to oversee and maintain the quality and final end result we want to achieve for our clients, whilst also being able to respond quickly and adapt to changing production needs as required.

We have tried and tested methods for understanding what the client needs and translating these into effective creative, results focused, concepts.

With our core in house staff and a number of very experienced and trusted freelance staff we can always react to any unforeseen need during the production process, allowing us to always deliver on time.

The following pages will give you an overview of our core team members.





## Jon Mowat

Managing Director

Having made programmes for the BBC for 10 years, MD Jon Mowat brings his story telling, technical training and industry leading social media expertise to projects. Jon provides the expertise on the overall editorial and technical aspects of any project, ensuring that we have understood the brief and that the concept, creative and final product delivers the best results for clients.



## John Lanyon

Creative Director

John is an outstanding lead creative who has directed a wide variety of campaigns for AXA, Barclaycard, Canon, Sony and more. In his role at Hurricane he works collaboratively with all the team, ensuring the highest of visual standards across all of our output. Above all, he is focussed on developing stories that defy the conventions of traditional online content and achieve genuine audience engagement.



## Jeremy Bates

Senior Producer

Once a project is underway Jeremy ensures that all elements of the production process run smoothly, managing the project closely with the client through to delivery.



## Claire McGrath

Production Manager

Claire has worked at a number of production companies and uses this experience to manage projects as they move through Hurricane. She ensures that our clients have full visibility of their project and that all timelines and budgets are on target. She forms the key contact between our clients and our team.

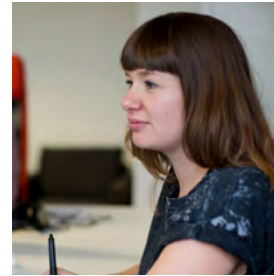




## Juliette Boakes

Studio Manager

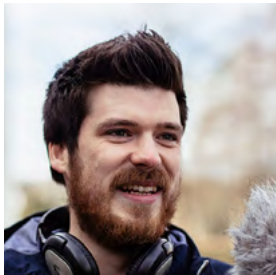
Juliette is responsible for ensuring that all work is scheduled and managed through the studio to meet all stages of a client's timeline through to final delivery of the project.



## Fran Breslin

Senior Designer and Animator

Fran leads the animation team and is responsible for bringing the creative concepts to life, where graphics creation and animation are part of the end product.



## Tom Bennett

Senior Editor

Tom leads the edit team, working closely with the creative team ensuring that the concept for a project is brought together in the best way possible at the edit stage, ready for any compositing/graphics stages that might follow.



# Hurricane facilities and skills

Hurricane is a full service video marketing agency with a wide range of in house capabilities covering creative, planning, scripting, filming and post production.

Our studios in Bristol are home to 15 staff, 3 edit suits, 5 motion graphics stations, audio post production and a full range of HD and 4K HD camera equipment.

Below are some films completed by the Hurricane team that show the our diverse skills base:

## **3D modelling**

[GSM Association](#)

[Telford shopping Centre](#)

## **2D animation**

[ASDA](#)

[Together for short lives](#)

## **Filming**

[Creditcall](#)

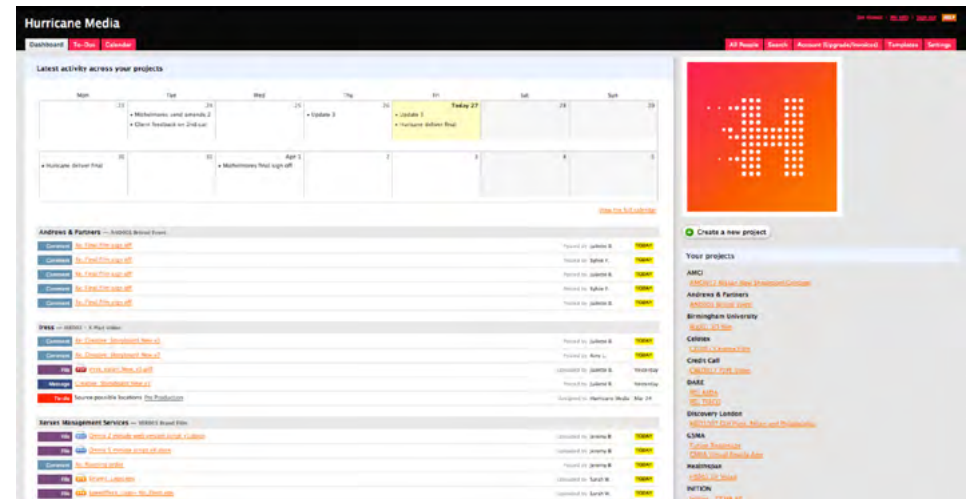
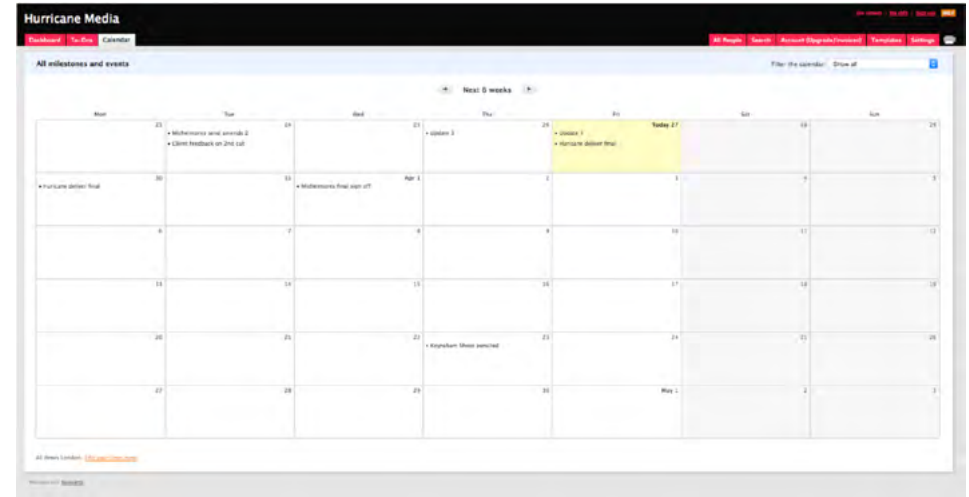


# Project management

For nearly all our productions we manage the complete process for our clients. From the initial concept meeting, writing up ideas, creating story boards, scripting, designing assets, animating, filming, editing, graphics, voice overs and music searching, all this is managed by our team.

We assign a Project Manager to each job who along with the Producer will oversee and manage the entire production. We create a detailed timeline for projects which allows our clients to see all the stages involved in the production process allowing us to hit all the deadlines and delivery of the final master. Also we run our projects through Basecamp which gives our clients complete visibility of all assets, documents and the progress of the project at any point.

Further to the above is our focus on systems. Our IT infrastructure (including High Speed central network) is designed to carry the data loads of making videos and motion graphics. Our servers have 40TB of storage and this is mirrored constantly at a different location to ensure data integrity. We also use long term backup on LT05 tapes to ensure clients can return to their shots, rushes and creative concepts in the future.



# Thank you

We very much hope that you would like to discuss this project further with us.

Should you wish to do so, please contact:

Jon Mowat at Hurricane on 01179 240 773

