



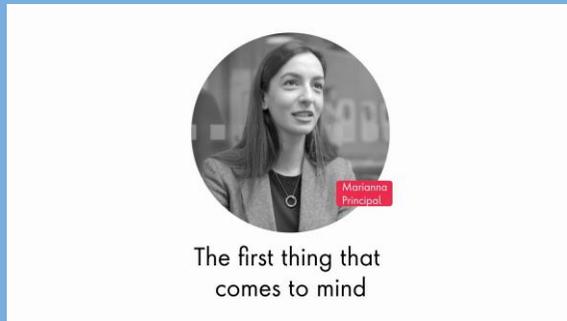
FOCAL
CASE STUDIES 2020

Publicis Sapiant – Corporate Advertising Content

Publicis Sapiant approached Focal to assist in the production of content for their recruitment campaign. The objective was to motivate and convince management consultants to join their new and growing management consulting service.

Requirements

Design, manage & produce 4 x 2-minute *promotional* films for website use & 4 x 30 second versions of the original 4 to use for social media & campaign purposes. All footage to be shot in 1 day.



Careers Video: <https://vimeo.com/423533368/efb7fb58b2>

Social Video: <https://vimeo.com/430009095/d7bccd4ff9>

Deliverables; 2 weeks for first draft of 1 x 2-minute film, with the remaining 7 films due 2 weeks afterwards. However, due to unforeseen circumstances from Publicis, Focal was asked to complete the 4 x 2-minute films within 5 days, which was achieved without compromising the overall quality.

Result

Publicis was incredibly happy with the result and signed off on further projects with Focal before the final completion of the first project. The campaign launches however were delayed due to Covid-19.

Glenfiddich – Production

Focal was asked to white label, filming for Glenfiddich to demonstrate various ways in which the whiskey can be served. This was to be used internally for Glenfiddich to educate mixologists and their primary customer base.

Requirements

Film all necessary footage required by the creative agency using stylistic lighting to convey the brand's quality and prowess.



The Serves: <https://vimeo.com/422735632/Of140986c5>

Result

The creative agency edited all necessary footage internally. Focal was praised for its creative knowhow, direction, and outstanding visual quality. Focal has since been used by the Bournemouth-based agency on a regular basis for corporate and brand adverts requiring a higher standard of production.

Naked Coffee – Creative Campaign

Naked Coffee is a new brand of coffee and café chain, offering sustainably and ethically sourced options for their customers. The brief was to create a content piece for use on social media and in-café screens. The content should distinguish their brand in an already competitive market and build a relationship with their current customers. Naked wanted something unique and personable: something that showed they weren't a typical corporate coffee brand.

Our inspiration was taken from content produced by other brands. William Painter Glasses, Aviation Gin, Skittles: all have an absurdist view to social media marketing which promotes organic reach. If it's a funny piece of content, viewers will want to share it with others.



Fuelling your day: <https://vimeo.com/364022935/e39eae1cc6>

Our content became the second highest-viewed piece on Naked's social account, with a total organic reach of 4500.

- 80% retention of audience for 75% of the film.
- 60% watched the whole ad.
- 1500 unique views.
- 300+ organic engagement.

The film also achieved over 40% higher retention towards the end of its duration, compared to similar videos. Moving forward, the same content can be modified to promote other Naked products by swapping out logos.

Aura Dental - Marketing Campaign

Aura, dental practice based in Kingston London, approached Focal in need of an effective content marketing strategy after their previous supplier was mishandling the provided budgets.

Approach

After a considerable amount of research into the current marketing practices of Dental centres, we realised that most were not utilising their online platforms effectively. Aura was one of these.

Our approach involved creation of content for the three services Auras wanted to push; Invisalign, Implantology & facial makeovers. All three had potentially high costs and did not usually serve well in the realms of social media. Each piece had to endow considerable levels of care & personality to ensure engagement from the viewer.



General Practice Film:

<https://vimeo.com/428441244/696c1759d5>

Results

0.95% conversion rate for males age 23-34

3.53% conversion rate for males age 55-65

0.42% conversion rate for women age 20-38

2.25% conversion rate for women age 55-65

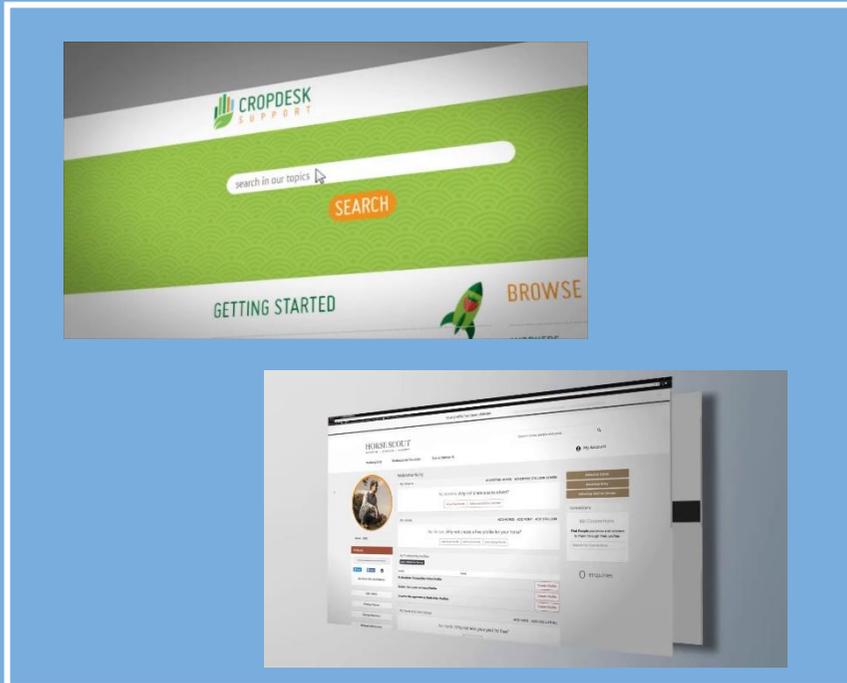
We're using this data to improve the films for the future and build on the success of the campaign, working with Aura to build a lasting relationship with their customers.

Many Agency – Website Showreel

Many is a retail marketing agency, focused on web-design & digital solutions for their clients. They needed further assets to assist their sales team, most notably was an impactful way to show the variety of their websites.

We approached this with a different hat. The amount of competition faced by Many is mounting daily and they needed something truly out the box. The CEO Ryan recognised this and asked for our thoughts, what were the other agencies not doing?

We worked with the Many team to answer this question and pooled our collective experience to come up with Many's most impactful tool.



Many Showreel: <https://vimeo.com/423986457/94ab3780bb>

Result

As you can see, the video uses a carefully measured amount of live action testimonials, camera fly-throughs, 3D animation, motion graphics & 2D animation.

This was one of our most ambitious projects due to the complexity involved in creating this content, but I think we can all comfortably say it's paid off.