

BE GREAT TO DO GOOD



Because moving images convey a
STRONG EMOTIONAL STORY





**Energize
your
communi-
cations**



Let's see what inspires you

A video production requires versatile knowledge in the fields of recording and processing technology. The attention to detail and the fine tuning makes the difference between a very good result and the WOW effect.

The choice of a suitable partner for video production is therefore very important if you wish to achieve top quality. Especially when several disciplines have to be covered.

Strategy, concept, content, shooting, 3D animation, post-production, tireless commitment – you can have all of these from a single source. These traits make us your ideal partner for high-end video and film.

REASON WHY

Videos simplify complex healthcare information, engage and educate patients, build emotional connections, demonstrate expertise, nurture relationships, boost social media presence, aid remote consultations, support professional training, and enhance SEO for healthcare organizations.



Production overview

PRODUCT VIDEOS

A great product needs a strong visualization. Deliver the facts but show the emotions behind the product.

EVENT DOCUMENTATION

A film is the perfect instrument to document a company event.

ONLINE MARKETING VIDEOS

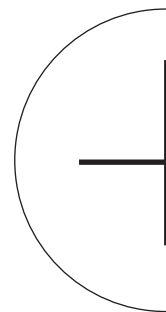
Videos for Social Media can go viral. Use this mighty tool to engage with your stakeholders.

RECRUITMENT VIDEO

Spark interest! Even before the first job interview.

INSTRUCTIONAL ANIMATIONS

We illustrate complex topics in a way people can easily understand.





DOCUMENTARY & INTERVIEWS

Be authentic with your audience by showing real experience from patients, healthcare professionals or internal employees.

COMPANY PROFILES

A simple corporate video can show to the outside world what life is like within your company.

LIFESTYLE VIDEOS

Show the emotions behind your product or service. Make your audience feel the story behind your offering.

TUTORIAL VIDEOS

If you need to explain how your product work or give a tutorial on your new mobile application.

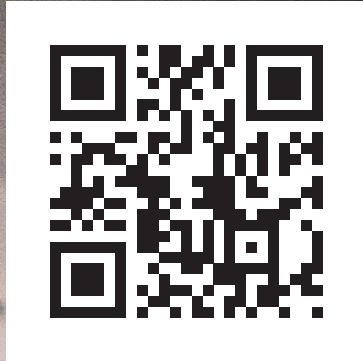
MATTERPORT-FILMING

Fast, affordable 3D filming which captures work, business or living spaces.

The film

Energize your communications



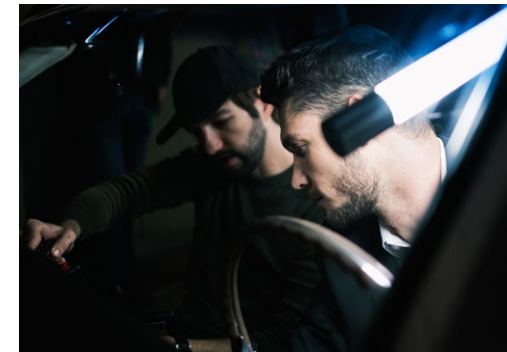
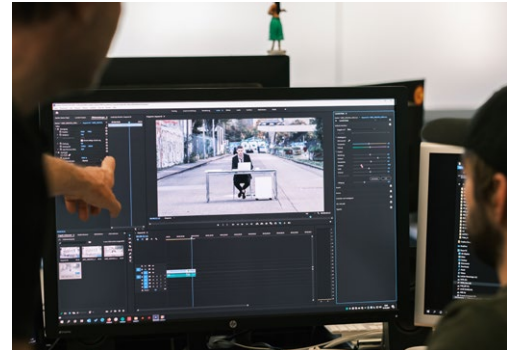


Behind
the scenes



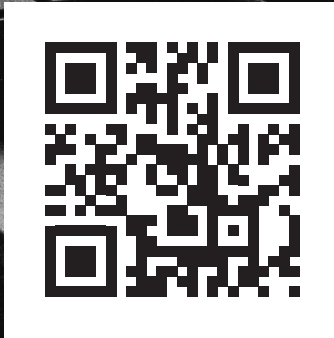


The making of, day 1





The
video
editing

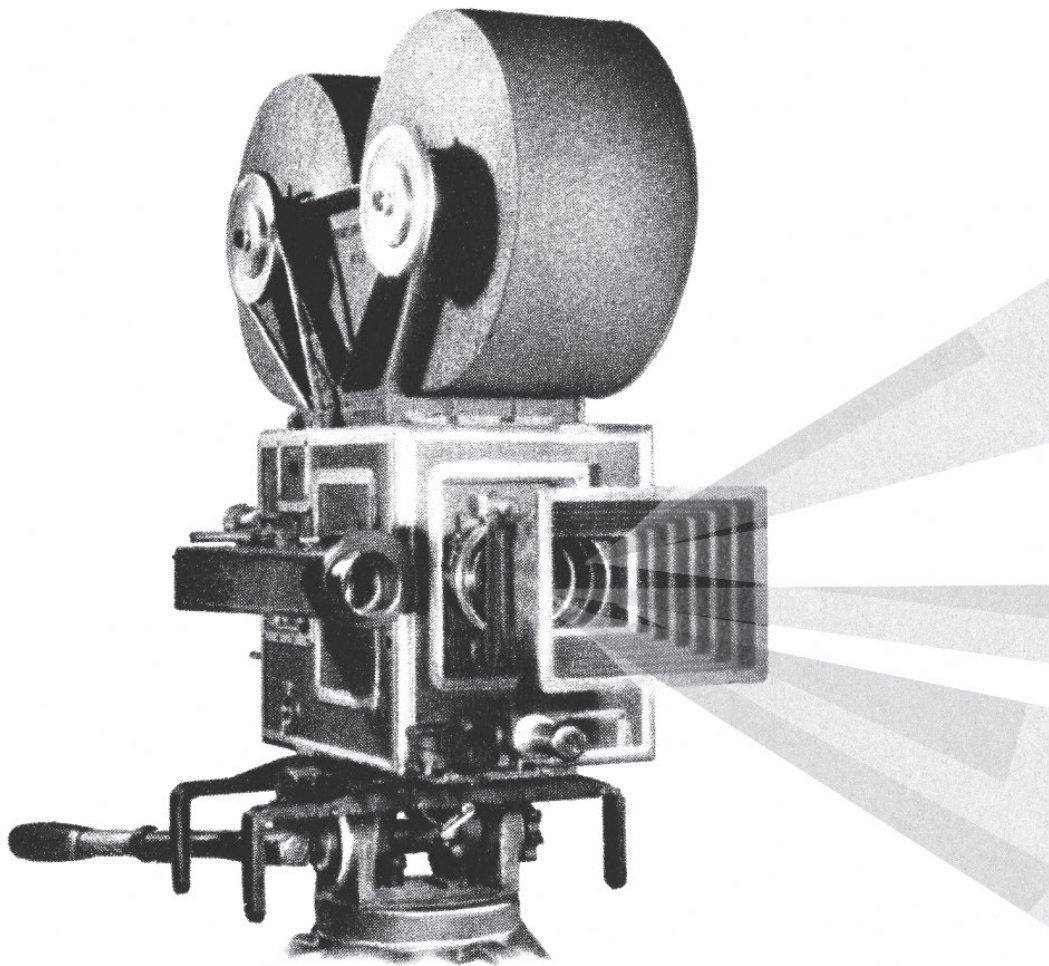




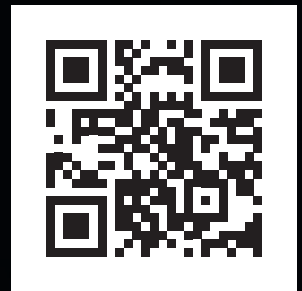
**Without
quality, a
film has
little value**

**Social media video
music video, document
ment of video cam
storyboard creatio
ting, model castin
tion, script writing
lighting, color co
capture, motion gr
sound mixing &
production, anima
single source**

**os, corporate films,
mentaries, develop-
ncampaigns, direction,
on, location scou-
g, on-site produc-
, video marketing,
correction, motion
aphics, voice over,
mastering, virtual
ation – all from a**

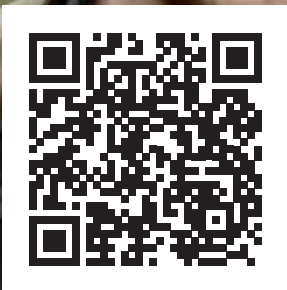


Something to see



Pharmaplan

<https://vimeo.com/648483631>



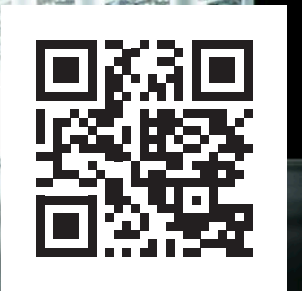
MSD / Lung cancer awareness

<https://www.youtube.com/watch?v=nG7HdQ-s324>



Messe

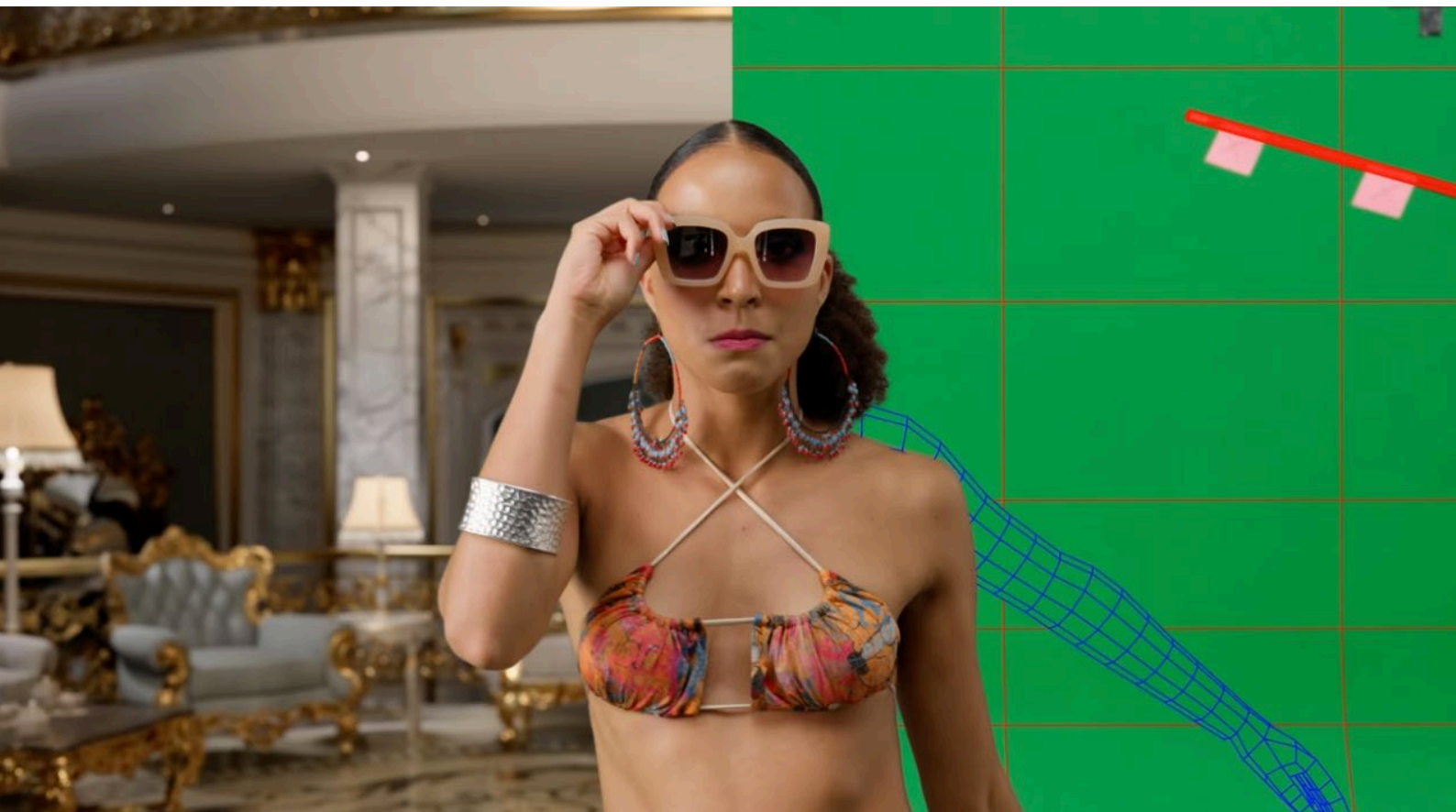
Basel



Messe Basel

<https://vimeo.com/417541908>

Set no limits to your imagination



ONE-74 New Collection

<https://vimeo.com/870567061/d70d4e56bf?share=copy>

QUICK AND AFFORDABLE

This example of virtual production zeigt shows how different photo-realistic location can be brought onto the stage.

Motion capture can easily give life to your logos, mascots and other brand visuals.

Virtual production Motion Capture

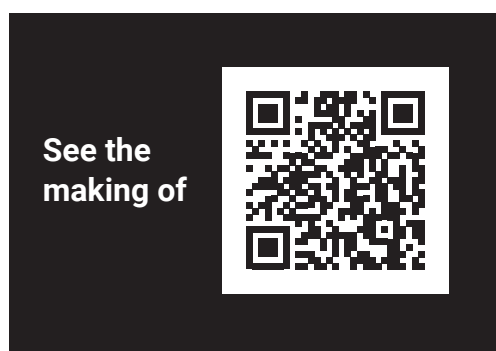
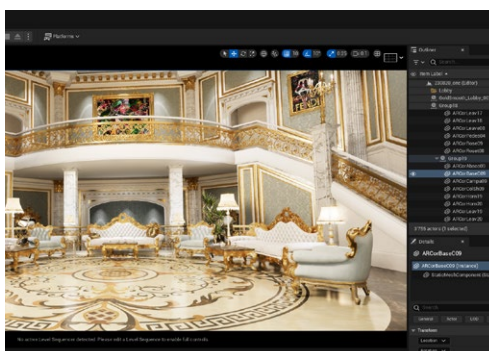
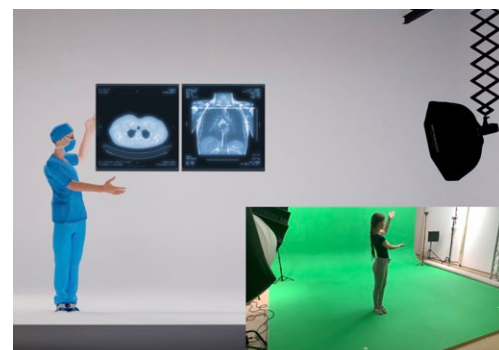
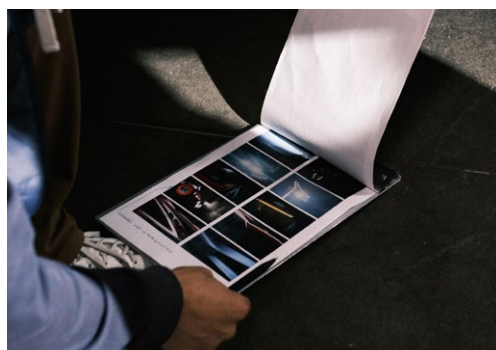
Expect more



VIRTUAL PRODUCTION

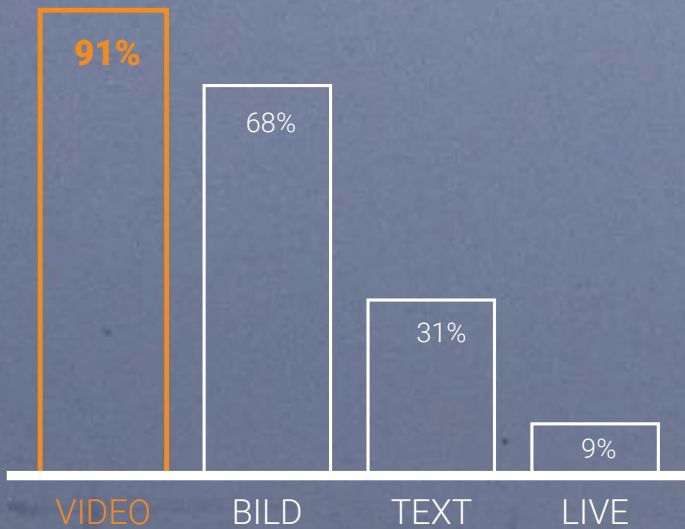
Virtual Production means you can give your story the surroundings it deserves. Any location, no matter how spectacular, can be played in the background in real time. Cost-effective with cinema-like results ! Change the scenery with one click. From a romantic sunset to a doctor office to a heavy snowstorm, without having to really shoot on-site scenes.

A PROCESS THAT REQUIRES MANY STEPS



91%

Prefer Video Content on Social Media



PREFERRED CONTENT ON SOCIAL MEDIA

When many things are going on in parallel and we split our attention more and more, this also means you have less time to convince your target group. Because in our digital world, a split second decides whether your post is wiped off the screen or clicked on.

So how do you attract the attention from your target group to your content?
The statistics clearly show that moving images are clearly preferred over other content formats.



Keep it short and crisp, with content straight to the point

CONVINCING WITH SHORT VIDEOS

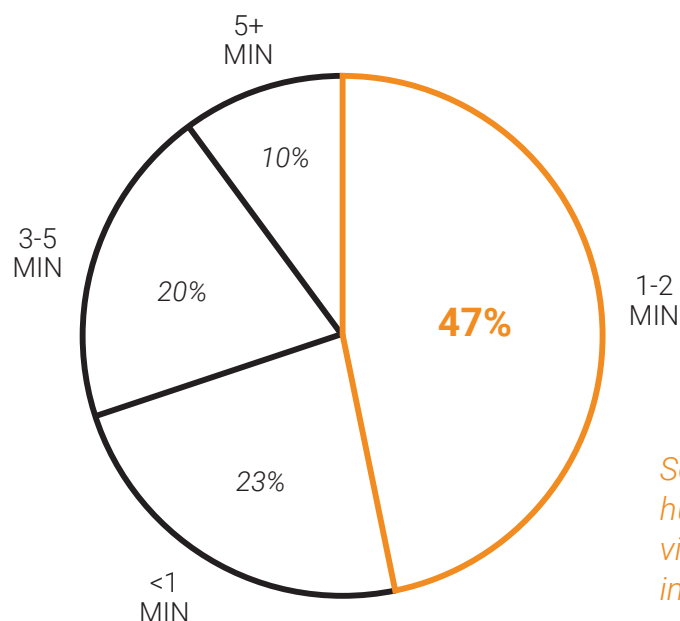
In this day and age, we are exposed to so many stimuli at the same time, that you only have a few seconds left to convince with your content.

Short videos of 1-2 minutes anchor in the mind and are perfect for an occasional and quick “video snack”.

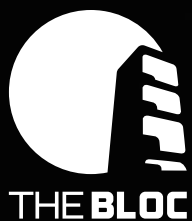
73%

of the videos published last year are shorter than two minutes

OPTIMAL VIDEO LENGTH FOR SOCIAL MEDIA



Source: <https://blog.hubspot.com/marketing/visual-content-marketing-strategy>



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