

Works Meeting

Fürth

on 28.09.2016

Metroplex - cinema Fürth

Brand Film

Status quo

- Social media platforms demand more moving images
- Lately lots of videos have been produced (safety/ sports)
- No visual representation of protecting people
- No current image movie

Aim

- Representing the product brand uvex (one brand- one identity =>USG/USpG)
- Communicating our brand values in a way that they can be felt (leadership/ quality/ enthusiasm)
- Radiating emotions and a positive aura for the brand
- Explaining in a short way, what we do and what we stand for => protecting people
- Presentation of all gender and ethnic variations to be used internationally

Timing

- Jan 2016: agencies present their ideas, selection of agency
- Changes to the script
- Rough planning
- Selection of athletes and organisation of dates
- Products ordered
- May 2016-End July: production start- 7 locations
- August 2016: start post production
- Sept 2016: finalisation
- Oct 2016: worldwide availability

How many companies/organisations were involved?

- **In total 16 companies/organisations**
 - Pre-production 2 companies (Modelcasting agencies)
 - Post-production 4 organisations (recording studio, speaker german, speaker english, colour correction)
 - Production 10 companies/organisations (stilbezirk crew with freelancer, 2 camera rentals, 7 companies- one at each location, uvex as a company)

What else is interesting?

- 10 days of filming
- People involved in total: 122 persons
- Sent e-mails: 9.729 (status 21.09.16)
- Planing and telephone calls: 1.520 h (status 21.09.16)

The 7 Locations

- Production start: 2 May 2016
- 1. location: TM Studio in Fürth
- 15 athletes and 7 safety models



Felix Neureuther
Viktoria Rebensburg
Dominik Paris
Natalie Geisenberger
Felix Wiemers
Max Franz
Ingrid Klimke



Karl Platt
Hannes Reichelt
Eric Frenzel
Laura Philipp
Viktor Muffat
Roman Rohrmoser
Szymon Godziek



2. location: uvex Fürth

- uvex sports, academy, production site



3. location: Bayernoil



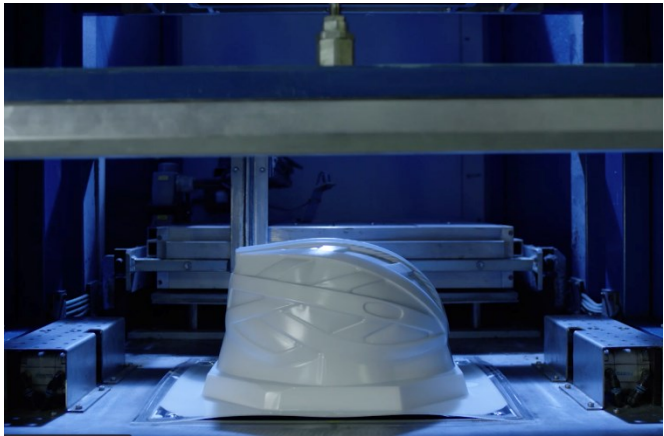
4. location: MAN Nürnberg



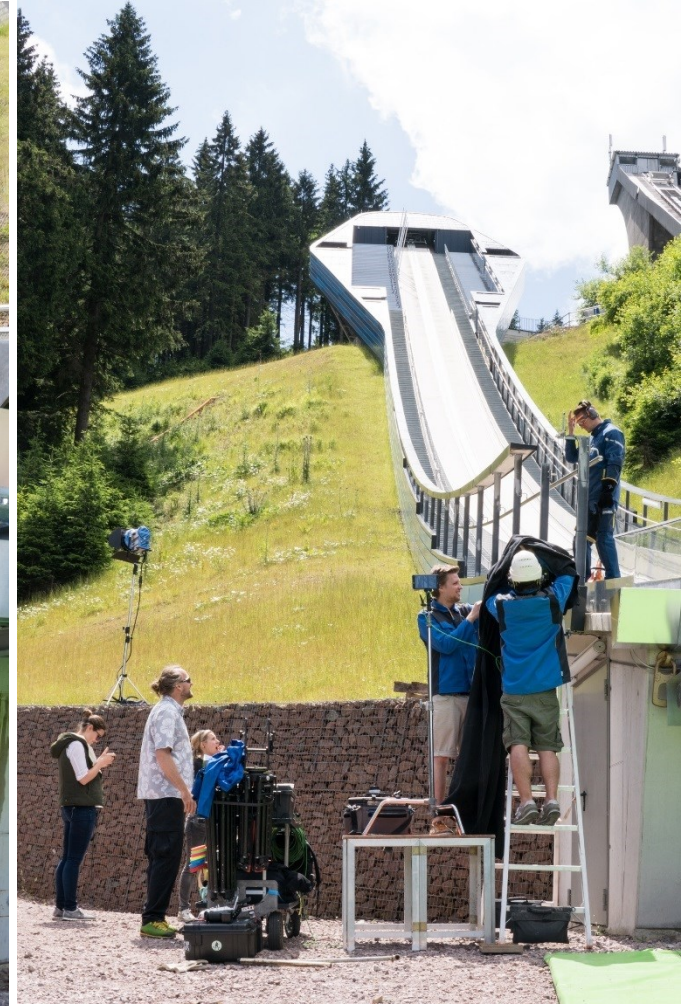
5. location: Wucher Helikopter in Ludesch (AT)



6. location: BSA Obernzell



7. location: ski jump hill Oberhof



7. location: ski jump hill Oberhof



What was produced?

- > 22,5 hours of material - 2.661.325 frames - 9,97 TB
- Material produced by others 15,5h - 1.404.953 frames
- Own material 7h - 1.256.372 frames

=> used in the end: 3:21 Min. - 5.858 frames

Communication plan

- 28.09.2016 start teasing on facebook (sports/safety)
- 10.10.2016 Launch of the film on all channels (german/english)
 - facebook
 - instagram
 - linkedIn
 - internet
 - intranet
- 10.10.2016 availability of film for all employees
- After: further information about the film, cut downs with the respective athletes used on the various channels
- Article in durchblick: Nov 2016

Information about the film

- To be used on fairs, for presentations, on internet
- Can be used by all subsidiaries
- Usage rights: 3 years

- Old image film is only allowed to be used internally (no extension of usage rights)

Enjoy!