

CASE STUDY

BFL CORPORATE AND BRAND VIDEOS

About the Company

BFL Private Ltd, previously known as Boving Fouress Pvt. Ltd is a part of the Fouress Group. They are leaders in Water to Wire technology for small hydro power projects across the world. The Fouress Group strongly believes in business based on strong values and ethical dealings. It has been the foundation and driving factor behind the company's success.

The Challenge

As BFL grows from strength to strength and is expanding its presence across the globe, there is a need to ensure that the core philosophy of business is communicated and instilled into each and every individual within the company. The videos were created to be a part of their corporate training and induction program for all employees and sales representatives from markets across the world.

They engaged with Landor Associates- one of the best brand strategy companies in the world- to create an unmistakable brand for themselves, which would be a constant reminder to every individual –employee and associate alike- what they stand for.

Our challenge was to translate the brand statement, which is essentially the company's philosophy into a real, credible and powerful experience that would allow individuals to truly grasp the meaning of being non-contractual and ethical in a business that is essentially driven by contracts. This was to be done with the help of 2 separate videos- A Brand Film and a Corporate Video

The Approach

While communicating with the company and its people, it was very clear that the branding exercise was not an aspiration; it was a true representation of what BFL is really all about. Their story is extremely inspiring and their success speaks for itself. One quality of the top management that floored us completely was the passion that they exhibited towards making this project as powerfully real as possible. We spanned four countries and covered eight plants across these locations.

The Execution

Brand Film

For the Brand Video, we chose to go with a presentation style complete with real life experiences and responses to situations. The presentation was based around a sole presenter, whose words were supported by graphics that moved seamlessly around the presenter. In this case, our presenter was the Managing Director of BFL- Mr. Sameer Shetty. His sheer presence as a figure of authority & his passion complete with the rich repertoire of experiences made him the ideal presenter for the video.



The brand strategy and visual identity system was based on the presentation created by Landor for BFL



The presenter- Mr. Sameer Shetty
Managing Director & Vice Chairman
BFL Private Limited



The presentation was supported by animated elements which were created and imbibed in post production



We used all the available space around the presenter to create a seamless experience and also give an illusion of depth.

Corporate Video

For the corporate video we adopted a storytelling method that was an intricate weave of real experiences with facts of the business, their rich history and some exaggerated drama for humour. Humour for us is a very important part of this video as we were dealing with a very heavy and presumably boring subject such as engineering equipment.

The shoot spanned 8 destinations in India and the rest of the world. There were three main sections of the film that were animated. We represented the company's history through animation which was a combination of typography and graphics. The company's business process was depicted in a story telling format with the help of graphical characters while the actual working of a power plant was shown by means of 3d animation. A large chunk of the film was testimonials from clients and people within the company. This was a series of real life experiences of clients with BFL and real opinions which worked best to the film's advantage.



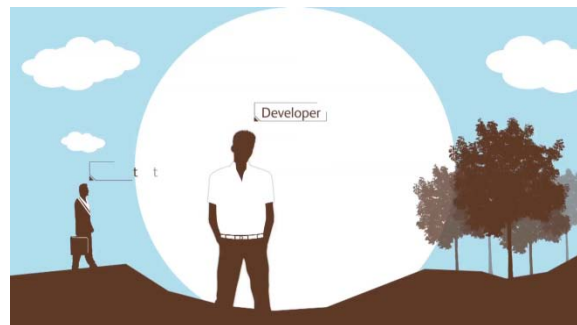
The BFL Story started with the plant.



The history of BFL was visualised in 2d animation with typography and graphics



The working of a power plant was visually demonstrated using 3d animation.



The business process was explained using 2d animation with characters composed in after effects.

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The plant and customer sites



Client interviews were kept real without any scripts which gave credibility to the message

The Result

The film resonated with all the people who had worked with BFL on the inside and the outside. The realism and the non-scripted approach to the testimonials gave the film credibility and it was able to reach out and influence the audience.

To view an excerpt of the video please visit www.reversethought.com