



video storytellers.

REBRANDING | Bold Content

VISUAL MEDIA

Bold Content is an exciting, award-winning London based corporate video production company with a reputation for creative thinking and technical excellence coupled with outstanding client-focused value.

Challenge

Working in a moving and dynamic industry Bold set out to make waves. With a growing client base, Bold needed to shout about their abilities and express their themselves visually. A new exciting brand was required.

Approach

With such a powerful name and with visual proof of their creativity, Clarity felt that to differentiate Bold from the crowd, a strong proposition was critical. The visual storytelling aspect came out of research and internal discussions, paving the way for a new way to communicate.

Outcome

Because we all experience brands, telling compelling stories in an engaging and inspiring way, lends itself to powerful video storytelling. The reveal of a story is just like a film, it has a beginning, a middle and an end. Developing an origami reveal as part of their visual language, Clarity has turned Bold Content into a bold and confident brand.

www.boldcontentvideo.com

Clarity provided:

- Logotype
- Strapline
- Visual styling
- Tone of voice
- Identity guidelines
- Literature
- Website
- Presentations



bold video storytellers.
CONTENT

bringing your stories to life.

web video series **bold** video storytellers.
CONTENT

In the dressing room with Cat Deeley

in brief...

What is In The Dressing Room?
In The Dressing Room is a short-form reality web series starring Cat Deeley created for Yahoo! What did they need?
Yahoo requested a video series for their original online programming division. What did Bold Content deliver?
We organized the logistics for the video to fit with Cat Deeley's busy schedule. We kept sound bits short, used a fast editing style to create attention grabbing content. How was the video used?
The video was promoted through OMG! and featured on the Yahoo! Network!

The Purpose of In The Dressing Room
The video series was part of Yahoo! premium original programming distributed exclusively through their website. At the time of development Yahoo! had 8 out of 10 of the top shows available online. The series provided a platform for brands to tell their stories through an engaging video format. For more information about event filming, get in touch with us on the details below.

The Process of In The Dressing Room
In The Dressing Room was filmed with a very frenetic editing style in mind. We knew that we wanted to keep the sound bites short and the pace of the editing fast as it was designed as an attention grabbing piece to connect with time scarce online viewers. We took care of organising the locations, the celebrities and fitting it around Cat Deeley's hectic schedule. It was filmed with a three person crew; a camera/ director, a DOP and a sound person. The shoots usually lasted half a day as the celebrity guests and members of the fashion community were generally pressed for time. We set up and shot fast whilst also ensuring a high-end result. Lighting the interviews had to be done quickly and efficiently in order to leave us enough time to capture cutaways that were:

In The Dressing Room Episodes
In this episode one Deeley interviews fashion designer Matthew Williamson. The interview covered everything from Beyonce's swimsuit, to American Sniper stars Sienna Miller fashion choices, to a controversial dress from Sex and the City 2. In the second episode Deeley talks to Grazia magazine stylist Anna Foster. In this video Anna answers fashion related questions from Deeley's Twitter followers. In the third episode make up artist Amanda Grossman, explains how to achieve a natural yet polished look. Hair stylist Peter Lux, who works with celebrity clients including Claire Danes and Emma Watson, shares his personal hair styling tips.

Want to find out more? Call 0203 637 1467 info@boldcontent.tv www.BoldContentVideo.com



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