

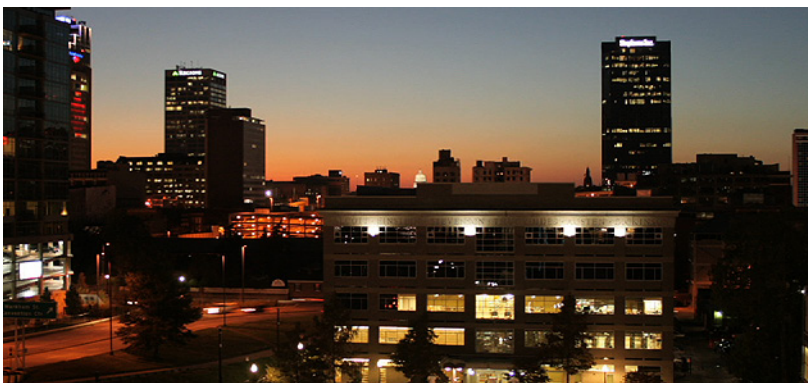
december 2010

THE HAPPIEST TIME OF THE YEAR

At least that's what the song says. And since Christmas is just days away (No, I won't count out the remaining shopping days!), it is a happy time. A time of expectation. Time to catch up with family and friends.

I truly hope you will have a blessed Christmas season and that the New Year will bring you good things. And before all that celebrating starts, here are a few things of note from the Film & Company horizon:

GOLD for SPP VIDEO



When Southwest Power Pool (SPP.org) wanted to tell their story, they came to Film & Company. They knew that people were confused about just what they do and how they do it. (Is it an electric plant? Do they build the powerlines? No and no, but they make sure the power gets from the power plants to the users in a reliable manner in an 11 state area.)

The resulting 6.5 minute video told their story so well, SPP chose to use it as key part of a major press conference/event earlier this year to announce construction of a new headquarters in Little Rock. The video is of course produced in high definition. It mixes interviews with narration, current footage with historical images, and includes animations of the transmission grid in the SPP region, as well as timelapse video showing that energy at work.

Recently the video received a Gold Award in the international 2010 MarCom Awards competition. This is an international creative competition that recognizes outstanding achievement by marketing and communication professionals. Entrants range from individual communicators all the way up to Fortune 500 companies. In all there were almost 5,000 entries this year.

I am proud that *Introduction to SPP* won a Gold Award. It is testament to the high production standards we hold to at Film & Company and not just for video, but in everything we do.

You can watch the video at filmandcompany.com/portfolio/SPPintro_640.mov



MOVIES to WATCH

With Christmas around the corner, I can't pass up a classic:

MIRACLE ON 34TH STREET (1947)

The movie that put the Macy's Thanksgiving Day Parade on the map. Unlike a more recent remake, this movie relies on its characters to carry the story and keep us interested. No need for cartoon villains here. Just good storytelling and a few miracles. Don't miss this movie.



FOOD, INC. (2008)

I've created many videos about food production and food safety. So I was immediately curious about this documentary. Turns out this is a "must-see" film. The film takes a hard look at who controls how our food is produced, bringing up some hard truths you won't see at the supermarket. Ultimately, what goes into our food and how it's produced concerns us all.



Blu-ray

Do you have a blu-ray player? Are you upgrading your movie library? Do you care?

Are you using Blu-ray for videos and movies at your work? Do you display video in high definition?

Email me at claes@filmandcompany.com to let me know where you are with Blu-ray and high definition video in general.

visual branding for THE CALL FUNDRAISER

The CALL (thecallarkansas.org) is a non-profit started several years ago by a group of people in Pulaski county, Arkansas. They were concerned about the lack of qualified foster homes in the county, as well as a lack of families who could adopt kids who were in the state system, but available for adoption. This group of people felt strongly that the churches in the county held the key to change. That was then. Now, several years later, The CALL has taken off and is successfully working with the state to provide foster homes as well as homes for children waiting for adoption.



The next step of the vision is to provide local CALL organizations in each of Arkansas' 71 counties, with a statewide umbrella organization. To kick off that effort, The CALL held a major fundraiser at the Little Rock Country Club this past November.

During the planning, I was invited in at an early stage, which allowed us to have conversations about color and design philosophy while



the program for the event was still being decided. That in turn allowed me to create materials that were truly tailor-made for the event. Just how much so, became clear when everything was set up in the banquet hall and the visuals I had created were displayed on the monitors around the room. The first reaction was astonishment at how the colors in the lighting and decoration in the room perfectly matched the colors showing up on the screen and in the printed materials.

Indeed, every aspect of the evening fit very well together, in large part due to how closely everyone on the planning team, from speakers to designers had worked together to convey one message.

Every aspect of the visual branding was created just for this event. There were color coded picture story cards, each telling the story of a child in state custody, laid out at every place setting. At the end of the evening, the significance of the color coding was revealed and everyone found out

Never worry about the size of your Christmas tree. In the eyes of children, they are all 30 feet tall.

Larry Wilde
The Merry Book of Christmas

One of the most glorious messes in the world is the mess created in the living room on Christmas day. Don't clean it up too quickly.

Andy Rooney

how "their child" fared in the state foster system.

There was also content presented on 4 large monitors around the room: An image gallery of children, graphic support for the speakers and videos that were specially selected and edited for this event.

The evening raised over \$80,000 towards the effort to take The CALL statewide, and just as importantly, it raised the awareness of the needs of children in state custody in the minds of the people attending. The full outcome of that won't be seen for a long time, although new doors for partnering have already been opened.

incLOSING

Remember, it's the holiday season. Take some time out. Don't think about work while opening presents or cooking the Christmas dinner. Do think about the blessings you and yours have received this year.

And when you are back at work after the holidays, call me about your media needs. Let's get the new year off to a good start.

See you in 2011,

