



Creative
video

Part of



The creative video content experts

Video that makes you feel something, that strikes a chord on a personal level, is the most powerful way to speak to your audience.

Whether it makes them laugh, cry, understand, empathise or feel completely outraged, the chances are they'll do two things... remember it and share it.

Behind all great content lies creative storytelling that helps your brand engage with the people who count. Our team will work with you to craft video that will do just that.



Your creative content journey with TNR...

Audience

Tell us about them, we want to get inside their heads. Once we know who we are talking to we can get started.

Purpose

What do you want your audience to do? How do you want them to respond? Our understanding of what you want to achieve informs our creative concepts. Share it, like it, buy it or visit it...we will prime your audience ready for action.

Creative

Our sole purpose is to engage your audience with content that delivers your message and sits well within your visual identity. Whether it's for your website or social channels, an event or internal comms, we'll script, storyboard and work with you to develop a treatment that reflects your requirements.

Production

Our experienced creative producers, directors, crew and editors will bring the vision to life on location, in studio or in post. Being the clever bods we are, we are used to finding creative ways to ensure the end result is quality, no matter the budget or turn around.

Results

Once we've crafted a masterpiece you'll get content that hits all your objectives. We can seed the video on a CPV basis to guarantee huge audiences, or hand it over to you for placement.

Our recent work...



Client | Thorpe Park & Taylor Herring Derren Brown Ghost Train | Ride announcement

Audience Ride enthusiasts, General Public

Purpose To promote the reveal of Thorpe Park's new multimillion pound ride created by Derren Brown called Ghost Train.

Creative From storyboard to shoot we worked closely with PR agency Taylor Herring, and the in house team at Thorpe Park to create a short film that explored the concept of a ghost train and took the audience on a behind the scenes look at the new ride. The first time expectant theme park fans would get the chance to see Derren and hear about the ride on screen the video was created to reflect the illusionist's vision and communicate Thorpe Park's key messages.

Results TNR's video received over 137,000 views on YouTube, 74 items of online coverage, 9 items of national coverage and 1 item of international coverage.

Coverage highlights include Yahoo; BT; AOL; Evening Standard; Huffington Post; Digital Spy; Mirror; MSN; Telegraph and International Business Times.



Client | Virgin Atlantic & Cake PR #flightdecks | Inaugural 787 flight

Audience Young Professionals 25-35

Purpose Excite a new target audience and encourage them to fly with Virgin Atlantic. Create content to entice people to apply for places on #flightdecks and be part of the first ever live streamed gig in the sky with Rudimental and Gorgon City, on the inaugural Virgin Dreamliner 787 flight.

Creative We created a clever digital teaser for social media allowing fans a taste of what they could experience if they were lucky enough to win tickets for the flight.

Results It had over 250,000 views on YouTube and microsite channels.

It also received coverage on over 100 online media sites including The Sun, The Independent, Mirror, Mail Online, Express, Digital Spy, Huffington Post and globally on FBNC and MTV.



Client | Museum of London

We are London | Strategic announcement

Audience Key Museum of London stakeholders
Funders
Museum of London visitors

Purpose To communicate the Museum's future vision of fully representing a diverse, multi-faceted city. To convey thoughts and opinions from a wide range of Londoners.

Creative We created an emotive short-film that truly captured the pride of Londoners. Filmed at multiple locations with a diverse range of people, we captured the essence of "London" and what a Museum for London should be. By interweaving corporate figures among celebrities and Londoners we conveyed the key announcement that the museum was moving to a larger location.



Our Clients

What is it like to work with TNR? Ask our clients...

TRANSPORT | HEALTH | PHARMACEUTICAL | CHARITY | RETAIL | CONSUMER | SPORTS
THIRD SECTOR | GOVERNMENT | FINANCE | BANKING | INSURANCE | ENERGY | OIL & GAS
LUXURY BRANDS | PUBLISHING | FOOD & DRINK | HIGH PROFILE INDIVIDUALS

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Video is intrinsic to our aspirations to make the Museum of London better known and TNR have been a trusted partner to help us reach our goals. I can always rely on their advice and expertise to ensure the success of every project we have worked on together.

Andrew Marcus – Head of Communications, Museum of London

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Video workshop

We offer a range of video workshops run by our production team, giving you the chance to learn from and work with the professionals.

For more information get in touch!

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