



Video

Part of



# The broadcast video content experts

Seeing your video on national or international broadcasters and appearing on top tier websites is the ultimate goal. And as part of the UK's news agency, the Press Association, we are uniquely placed to offer unrivalled consultancy, video production and distribution.

We are a highly experienced, creative team who produce high quality, clever and creative content the media can't resist.

We've covered product launches, red carpet events, large stunts, celebrity endorsements, announcements and even a live broadcast gig over the middle of the Atlantic in our time.

Decades of experience means we know exactly what PA are looking for, increasing the chances that your content will appear on the PA wire, reaching UK national and regional media.

If getting coverage or engaging an audience is your aim, then our experienced broadcast journalists and creative team will work with you to craft content that will do just that.



# Your editorial content journey with TNR...

## Consultation

If you have an idea for a broadcast or digital video we can help you shape it or start from scratch with you to create a concept with the best chance of success.

## Audience

Who are they...? 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 your objectives informs our creative ideas and helps us place your content with relevant targeted media.

## Creative

We will engage your audience with content best suited to your purpose. We'll tell you who's hot, what's not and advise you on timings and location. Together we will create a broadcast or online concept that reflects your story and increases your chance of coverage.

Whether it's B-Roll for broadcasters, an edited package for top tier onlines or creative, shareable content for social media, we'll script, storyboard and work with you to develop a treatment that reflects our ideas and your aims.

## Shoot

Our producers, directors, crew and editors will then bring the vision to life! On location, from a helicopter, up a cherry picker or in a studio our crews are experienced in all types of shoots. Friendly, efficient and flexible they'll make the most of your time to get the footage needed to ensure your campaign succeeds. As journalists we know how to ensure your key messaging is delivered in a newsworthy and engaging way through interviews and visuals.

## Edit

Time is of the essence. Our team will edit on-site or return to PA to edit and upload your content. Used to working to broadcast news turn around times, our fast turnaround time ensures we hit those editorial deadlines. Most of our edits work well for social so you can get sharing too.

## Distribution

Ensuring your content gets seen is vital so our media relations team will proactively sell your content in to broadcast and online media, as well as offer to our colleagues on the PA video desk. As part of PA, we have a reputation for high quality editorial content ensuring media always take our call. Your content will be hosted on a bespoke Content Hub allowing media to access your story quickly and efficiently via a password protected URL. Seeding is a great way to amplify your views and can form part of your distribution package for even the smallest of budgets.

## Results

Once we've crafted a masterpiece you'll get content that achieves top tier results and enhances your brand and messaging. We'll provide you with a report highlighting downloads, key coverage and views achieved allowing you to track your ROI.

# 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 | Ladbrokes | Kaper | Barkingham Palace Gold Cup

**Audience** General public

**Purpose** To capture the excitement surrounding the birth of the second royal baby by racing corgis to decide the possible name for the child.

**Creative** We created short, fast and highly entertaining creative video and PR photography that captured the atmosphere of the race. Filmed in a central London location with 10 corgis and their owners, the dogs were filmed preparing for the race and then shot in slow motion as they crossed the finishing line to reveal the winning baby name, Alexandra. We sold in the content to online media and successfully offered the content to the PA wire.

**Results** Over 2.5 million views on Imgur as well as over 527,842 views on client YouTube channel. Picked up online by The Mirror, Daily Mail, Time, Huffington Post, People and MSN and more...

Broadcast coverage - ABC on Good Morning America



# 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

“

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*

”

## 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!

[www.wearetnr.com](http://www.wearetnr.com)

[hello@wearetnr.com](mailto:hello@wearetnr.com)

020 7963 7163