

# Business Link - County Durham

## Design and Development of a DVD showreel



### **Brief**

DTW was asked to plan and design a 7-minute long DVD showreel for Business Link County Durham. The DVD had to promote all aspects and features of the Business Link service and outline the benefits to the customers of utilising the service. It also had to act as an information system to raise the understanding of support that can be provided by Business Link.

### **Approach**

DTW worked closely with key personnel from Business link County Durham to identify the key messages for inclusion in the DVD showreel.

Following preparation of a project storyboard identifying the movie footage, text and graphical content required, DTW organised photography and video shoots at Business Link sites and other locations across the county. DTW managed the filming and editing process from start to finish. Our highly-skilled in-house New Media team collated the media into a bespoke application. The programme comprised of an dynamic opening, with an overview of three key areas: information, diagnostics and brokerage provision.

At the core of the development were technical applications such as Flash MX and After Effects. These applications allowed DTW to integrate video, text and graphics into rich compilations that delivered superior results for presentations.

### **Outcomes**

The finished DVD was distributed to all the Business Link centres in County Durham. Its key positioning in the foyer of these offices encouraged customers to make contact with Business Link by featuring information and testimonials in a succinct and attractive presentation.

