

## ADT Commercial

### ADT Commercial Internal Recap Video

#### THE SITUATION:

ADT Commercial, the enterprise security arm of ADT, wanted to “try something new” with their quarterly internal report presentation. Their goal was to move away from mundane PowerPoint slides full of numbers to an upbeat, dynamic video animated to music—to convey a sense of energy and momentum to viewers. Turnaround time was critical on this project, as the decision to shift to video was made just ten days before the quarterly meeting.

#### OUR SOLUTION:

No matter how tight the deadline, video production requires extensive pre-planning. By taking the time to carefully outline content areas, design a look-and-feel and work up storyboards, we were able to produce the video quickly and efficiently. We even had time left in the production schedule for the insertion of last-minute material and editing.

#### THE RESULT:

The completed video was delivered ahead of schedule. The client was delighted with the final product and praised our videographer: “I just want it known this ROCKS and also you have a bit of a DJ vibe in you that I LOVE!”

