

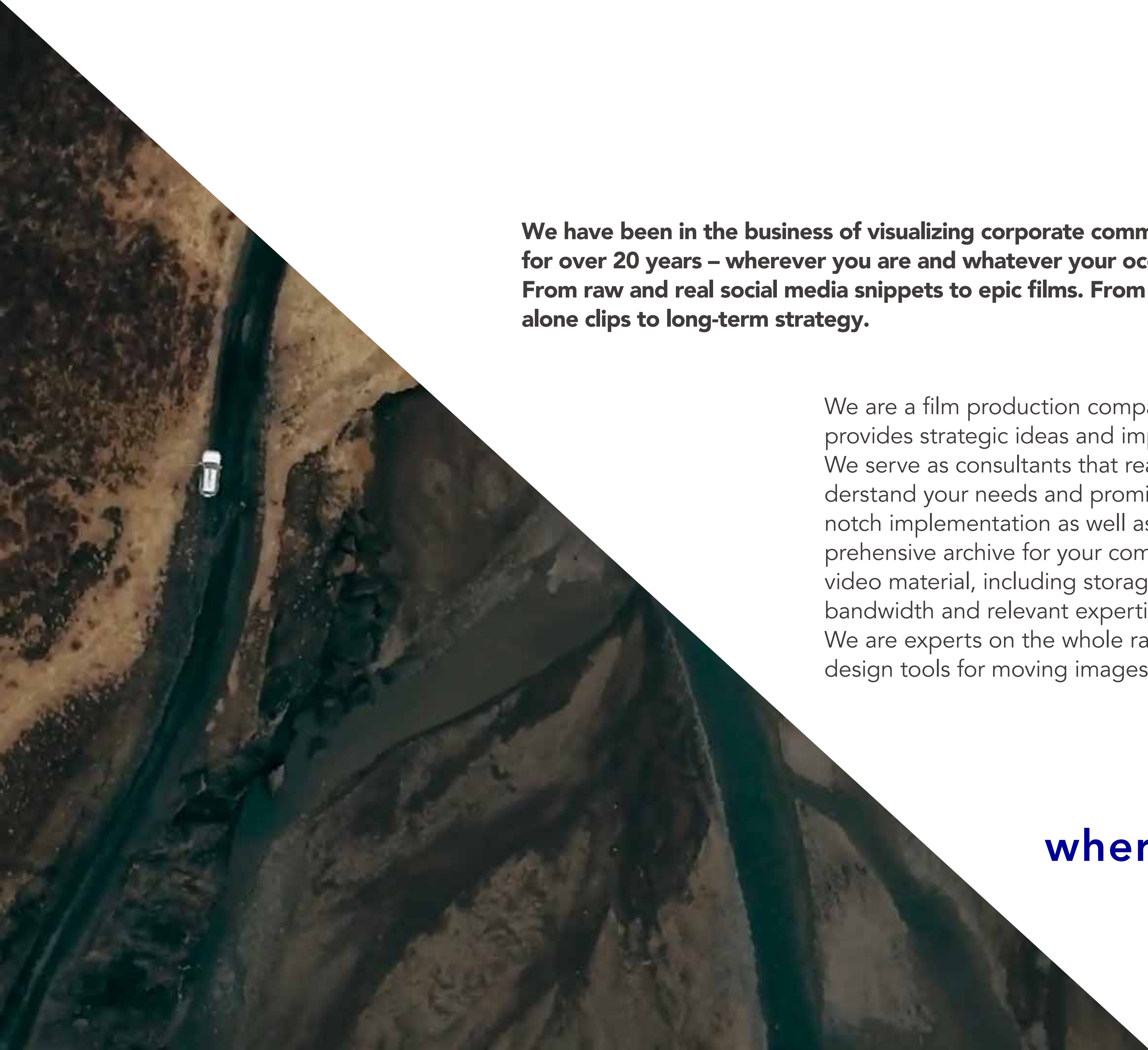
From Cool Clips To Full-Fledged Films

VIDEO CONTENT IN
CORPORATE COMMUNICATIONS



Berlin, 2021

mmpro



We have been in the business of visualizing corporate communications for over 20 years – wherever you are and whatever your occasion. From raw and real social media snippets to epic films. From stand-alone clips to long-term strategy.

We are a film production company that provides strategic ideas and impetus. We serve as consultants that really understand your needs and promise top-notch implementation as well as a comprehensive archive for your complete video material, including storage, major bandwidth and relevant expertise. We are experts on the whole range of design tools for moving images.

We can do it all: down-to-earth electronic news gathering (ENG), explainer videos with original artwork in 2D or 3D, or the big corporate event with staged sequences.

Our production is climate-friendly and global – with 1,400 teams on all continents. So country localizations with subtitles, dubbing, foreign language voiceovers, and text adjustments in the images are second nature to us.

We are already there
where your world is in motion.

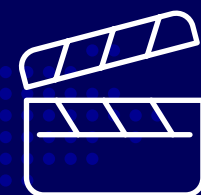
Facts & Figures

- **Full-service film production** from concept development to product delivery
- **Global network & localizations** for all languages and world regions
- **Strategic video communications** and intercultural consulting

> 20-YEAR
SUCCESSFUL
TRACK RECORD

> OVER
25 ACTIVE
CLIENTS

> ABOUT
60 CURRENT
PROJECTS



> 100 PRODUCTIONS
A YEAR



700 tons of CO₂
reduction annually – We shoot
worldwide without traveling.

5

continents

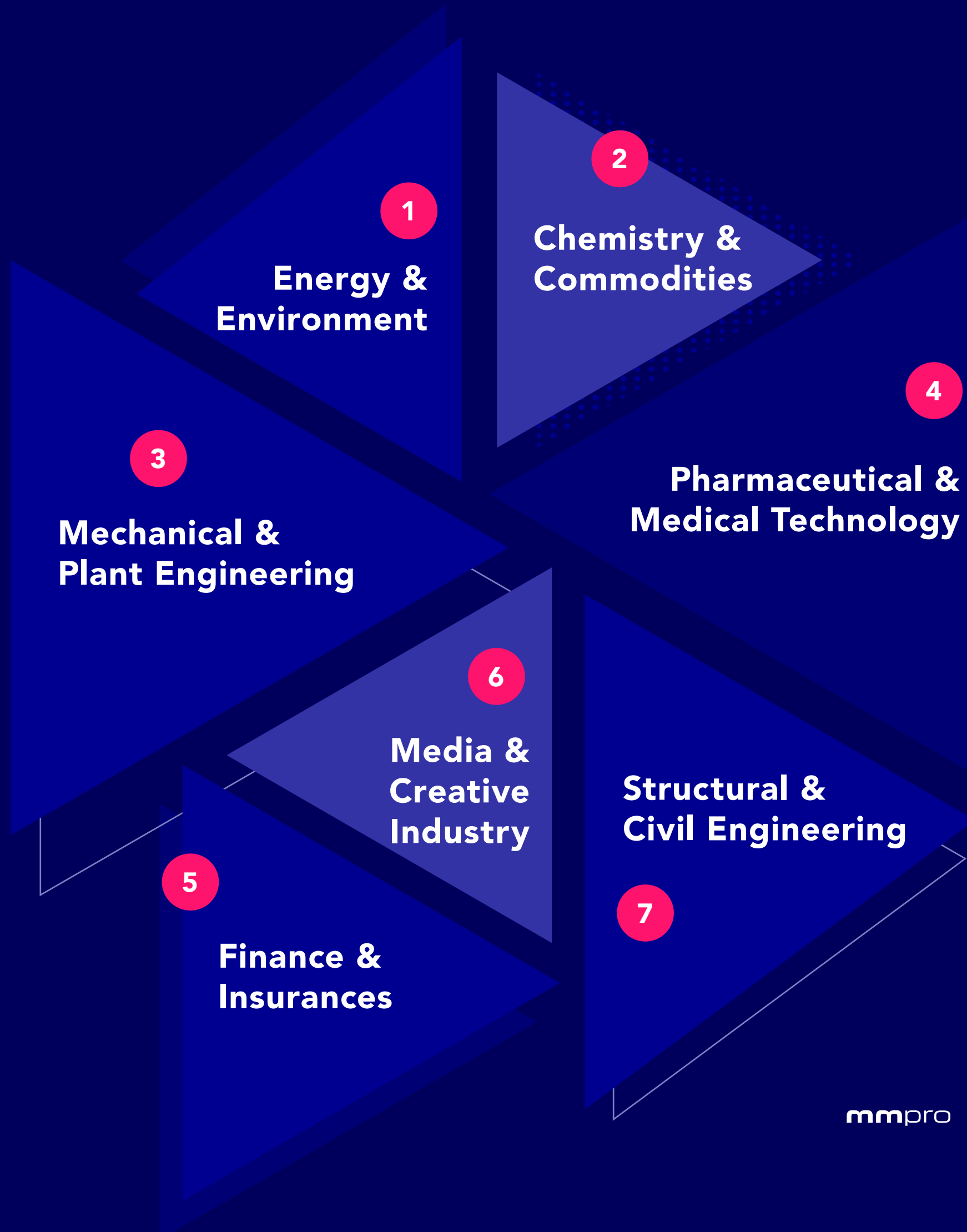
126

countries

1,400

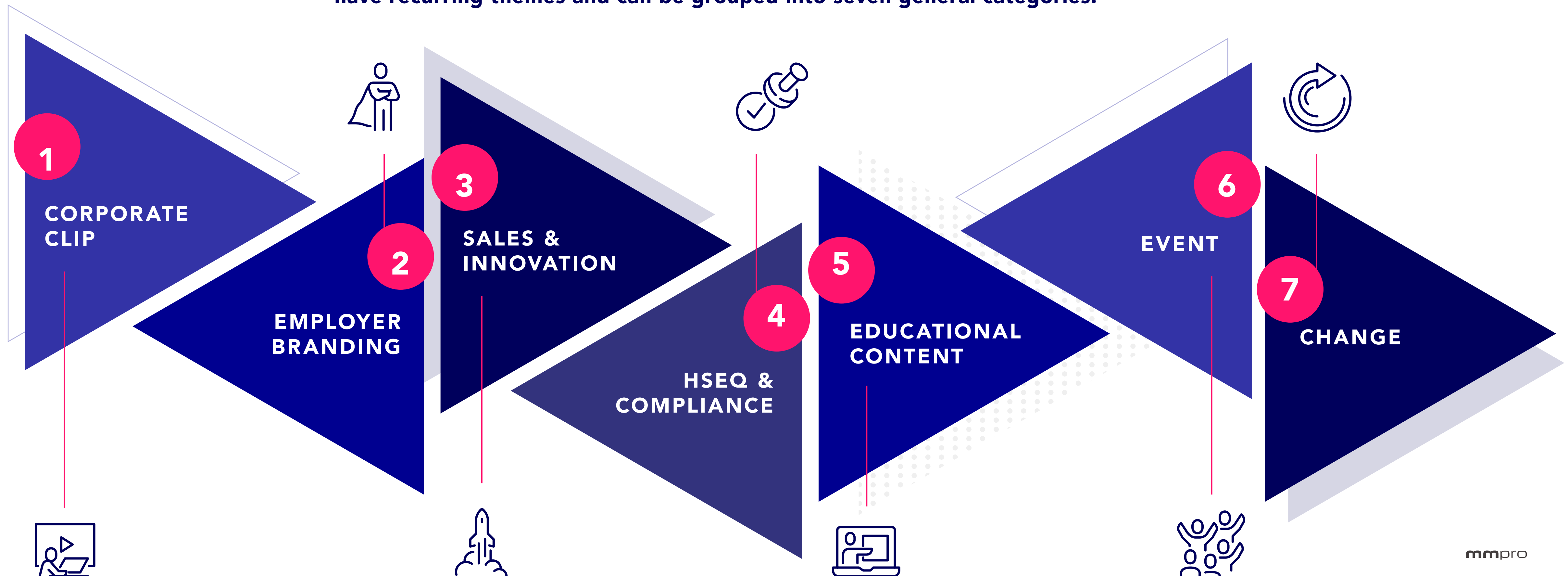
camera teams

TOPICS & INDUSTRIES (Selection) CORPORATE



Format Categories

Corporate communications tasks for which using video content makes sense routinely have recurring themes and can be grouped into seven general categories.





**For each category,
targeted video formats
can be implemented.**

Let us tell you more ...

Corporate Clip

Spotlight on Your Company!



A corporate clip is like your business card: It showcases the essence, values and goals of the company and its activities, not just individual services or products. Common topics include mission statements, annual reports, leadership transitions, HSEQ, compliance, CSR, change processes, site communications, etc.

Corporate Image Film

Epic Shots for Epic Goals

Image films are **emotional narratives showcasing** your company's essence, values and goals. They project **the corporate image to external and internal target groups** in a long-term approach.

WHAT? HOW?

Mission statement, **vision & purpose, corporate culture**, brand core.

Voiceovers and/or statements by managers, employees & customers; slow motion, speed ramps, drone shots, dolly rides, clip-like narrative rhythm.

WHEN? WHERE?

Always. Image films are long-lasting and build their internet presence over years.

Attractive locations on site – production plant, lab or office.



TARGET GROUP

Customers, business partners, stakeholders & shareholders, general public

TARGET

Reach, branding, digital footprint

CHANNELS

Online: Corporate website, LinkedIn, YouTube, Facebook & Instagram, TikTok, industry-specific online channels

Offline: Trade shows, corporate events, press conferences, annual reports, shareholder meetings

Corporate Report Annually/Quarterly

Your Annual Report on Film

Success stories go beyond the sales figures. The corporate report incorporates the **company's performance into a holistic narrative** – presented by the CEO themselves.

WHAT? HOW?

Key financials, strategic direction & personnel appointments, change processes, investments & divestments.

Speaker/presenter close-up in several sizes, undercut with original B-reel or stock footage, optionally also with scenic frame; cinematic effort depending on choice of motif. Optional animated graphics tracked to the image.

WHEN? WHERE?

Annually, semi-annually, quarterly, monthly or weekly: communicative requirements determine the frequency.
The key factor is consistency.

Simple motif with room depth, roll-up or suitable background, optional company sites (offices, labs, factory halls, workshops, etc.) cut in.



TARGET GROUP

Business partners, shareholders, employees, media

TARGET

Externally: PR & image gain
Internally: motivation & information

CHANNELS

Online: Corporate website, for external use
LinkedIn & industry-specific channels

Offline: In-house events, shareholder conferences

CEO Address

Top-down at Eye Level

For communicative needs **beyond the corporate news** cycle the top management briefs employees directly on issues of particular importance.

WHAT? HOW?

Awareness of HSEQ or compliance issues, infection control, accident avoidance, leadership transition, CSR issues, reactive topics, etc.

Integration of pre-produced content such as graphics, archive or stock footage, optional integration of scenic frame stories.

WHEN? WHERE?

Selectively, on special occasions.

Simple motif with room depth, roll-up or suitable background or acoustically **suitable room with green screen**.



TARGET GROUP

Employees

TARGET

Make the respective topic a top priority

CHANNELS

Online: Internal channels

Offline: In-house events

CEO Profile

Who's the New Boss?

New faces need to be seen. Leadership transitions in large organizations require direct address and human access.

WHAT? HOW?

Brief **biography & personal profile** of the new leader.

Narrative voiceover of the main person, B-reel at work & with employees; optional animated photo spread.

WHEN? WHERE?

In **good time before the new leader** starts their new role.

On site at the company; optionally at home, during sports and/or other free time activity



TARGET GROUP

Employees

TARGET

Create transparency & proximity to employees

CHANNELS

Online: Internal channels

Offline: In-house events

Site Profile

Right in the Market, Worldwide

A global presence must feel familiar on a regional level.
New sites must be presented to both internal and external audiences.

WHAT? HOW?

Visually **attractive presentation of the site** (branch, assembly or production plant) with local character.

Dolly rides & drone shots, statements by managers & employees, B-reel of country and people.

WHEN? WHERE?

When opening a new site or as an **ongoing series**.

Worldwide.



TARGET GROUP

External: Business partners, stakeholders, media, general public

Internal: Employees

TARGET

Presentation of the new location to internal and external audiences

CHANNELS

Online: Website of the site, LinkedIn, YouTube, Facebook, Instagram

Offline: Internal channels

Entertainment Snippets

Corporate Culture in Viral Memes

Internal company events or even events of great significance in society often require us to take a stand.

WHAT? HOW?

Snackable, short clips that convey approval, enthusiasm, commitment to a currently relevant internal or external topic; internally e.g. leadership transitions, mergers, strategies or sustainability principles; externally e.g. sports events, anniversaries.

Elliptical editing, **deliberately breaking the narrative flow** by cutting in fun outtakes or commentary (similar to YouTube vloggers) with fictional and non-fictional content.

WHEN? WHERE?

Occasion-based, with sufficient lead time.

Reduced studio set-up, outdoors or at company site – depending on topic and content.



TARGET GROUP

Customers & business partners, media & interested public

TARGET

Brand-building, digital footprint, reach through viral performance

CHANNELS

Online: Social media, meme sites (e.g. reddit, 9GAG)

Offline: –

Employer Branding

Attracting and Retaining the Best Talent



Finding and retaining the best employees over the long term requires a strong and attractive employer brand. Our employer branding formats focus on the people at your company with their potential, perspectives and needs.

Possible occasions could be: Brand-building, recruiting, training, promoting young talent and ideas, team-building, documenting internal competitions, challenges, workshops or panels.

Recruiting Clip

Where Work Dreams Come True

Applicants, from entry-level to top management, want to get a sense of the job or a particular position.

WHAT? HOW?

Dynamically narrated reports on employees' day-to-day work, tasks and career prospects.

Interviews with key characters, showing and explaining exemplary work processes, moving portrait shots with light tracking shots as intro or outro shots, optionally only with original voices or also framing voiceovers.

WHEN? WHERE?

Just in time for **the new recruitment cycle**.

At the workplace, for B-reel optional during a **sports or leisure activity**, optional: integration of scenic (fictional or non-fictional) frame story.



TARGET GROUP

Applicants

TARGET

Recruitment for advertised positions, apprenticeships, work-study or internship programs

CHANNELS

Online: Professional platforms such as LinkedIn, also channels used privately by the relevant target group, such as Facebook, Instagram, TikTok

Offline: Recruitment events; job, career & training fairs

Award Film

A Company Contest, Exciting as a Thriller

Where innovation happens, there are **exciting competitions** for the best ideas, and the stories of participants serve as inspiration to others.

WHAT? HOW?

Up-close documentary with a focus on participating teams.

ENG coverage, on-site editing, teams working in shifts if necessary; optional supplementary profiles of participants.

WHEN? WHERE?

Live coverage and **timely release** on the same or the next day.

At the venue.



TARGET GROUP

Employees

TARGET

Promoting ideas & initiative, team-building, integrative measures

CHANNELS

Online: Internal channels, Twitter, Facebook, Instagram

Offline: Award ceremony, in-house events

Employee Close-Up

Focus on the People

Large, global organizations in particular need to make their **people visible to one another across departments and national business units.**

WHAT? HOW?

Global employee testimonials, talking about **individual careers** at the company or addressing a specific internal issue.

As a profile or shot by the employees themselves, as **Employee Generated Content (EGC)**.

WHEN? WHERE?

Ongoing or occasional.

At the company or working remotely; EGC snippet also on the road or at the **individual's favorite spot.**



TARGET GROUP

All employees worldwide

TARGET

Transparency & commitment, team-building, e.g. after restructuring or takeovers

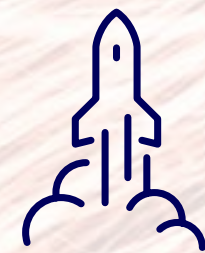
CHANNELS

Online: Internal channels

Offline: in-house events

Sales & Innovation

Zooming in on the Core Business!



Sales & Innovation formats tell the story of convincing product and service solutions. With animations of fresh artwork or with real-life product shots. Explained at the customer's location or demonstrated live at a trade show.

The content can be showcased through customer case stories, product clips, animated 2D & 3D explainer videos, or trade show trailers & coverage.

Product- & Service Film

What You See is What You Get

Brand or product films **focus on the benefits of your product or service** – with beat, message and beauty shots.

WHAT? HOW?

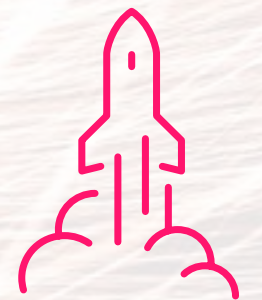
USPs, specific solutions the product/-service offers, benefits, calls-to-action.

Staged **product application and/or service workflow**, pack shots, partially or fully animated 2D/3D infographics, enactments, consumer testimonials.

WHEN? WHERE?

In good time **before the rollout of the product/service**, but only after completion of the product development.

In a studio, at the point of use, at selected other shooting locations.



TARGET GROUP

Consumer (B2B & B2C) and expert audience

TARGET

Sales, reach, branding

CHANNELS

Online: Product/service/brand website, LinkedIn, YouTube, Facebook & Instagram

Offline: In-person & virtual trade shows, sales events & talks, newsletters

Client Testimonial

Giving the Floor to Your Customer

Client testimonials position individual **services, products or an entire brand** with **authentic case stories** directly on site with your customers.

WHAT? HOW?

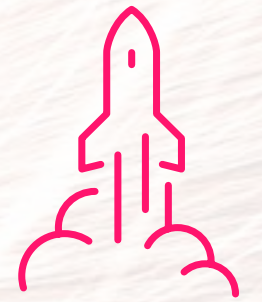
Proof of concept, customer satisfaction; in the healthcare sector additional patient or **consumer statements and benefits**

Statements by customers, **client testimonials as a golden thread, story-driven as feature or enactment**; optional flashbacks, parallel narrative levels; optional shorter version with only client testimonial

WHEN? WHERE?

Product rollout, after-sales, stakeholder presentations

On site, at the customer, in the field.



TARGET GROUP

Customers, business partners, stakeholders, shareholders

TARGET

Sales, outreach, branding, trade show & sales conversations

CHANNELS

Online: Product/service/brand website, LinkedIn, YouTube, Facebook & Instagram

Offline: In-person & virtual trade shows, sales events & talks, newsletters

Animated Explainer Video

Innovation With Perspective

Innovative, technologically complex solutions are often difficult to understand. Then the product or service must be **explained as simply as possible**.

WHAT? HOW?

Explainer videos detail the functional scope or principle of products, services, processes or procedures, underline USPs & benefits and generate leads through a strong call-to-action.

Animated 2D or 3D explainer videos

(for technically true-to-scale, precise representations) with or without voiceover and/or text overlays, music & sound effects (foleys).

WHEN? WHERE?

In time for the rollout.

At our desks and workstations.

TARGET GROUP

Customers, business partners, stakeholders

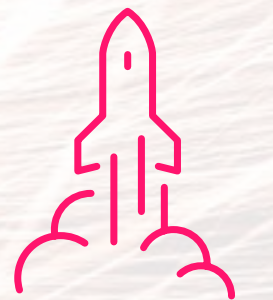
TARGET

Promotion of product or service, lead generation

CHANNELS

Online: Product or service website, LinkedIn, YouTube, optional social media channels if already established as sales channels

Offline: Sales presentations, trade shows



Trade Show Film & Coverage

As-live, Timely & Up Close

To draw **attention to a trade show appearance and attract audiences**, a company needs continuous coverage directly from its booth throughout the duration of the show.

WHAT? HOW?

Presentation of the **exhibited innovations** by a camera-savvy person working the booth, explanation of functions and benefits directly at the exhibits.

ENG coverage & on-site editing, montage style with many short clips, B-reel mood images of trade show operations and, if applicable, of booth parties as well as visitor and customer testimonials

WHEN? WHERE?

Same-day or next-day release of clips.

Directly at the trade show.

TARGET GROUP

Customers, business partners, stakeholders

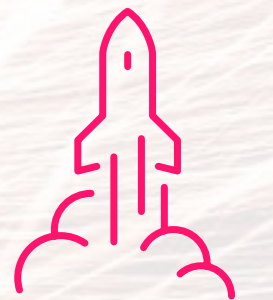
TARGET

Leads, reach, branding, trade show & sales conversations

CHANNELS

Online: Product/service/brand website, LinkedIn, YouTube, Facebook & Instagram

Offline: In-person & virtual trade shows, sales events & conversations, newsletter



Trade Show Loops & Feeds

Drawing Visitors to Your Booth

Every trade show booth needs an audiovisual display to generate interest among visitors.

WHAT? HOW?

Glossy footage of innovative product and service solutions.

Trailer-like and with **animated text layers**, without voiceover and **cut to music**, but also understandable when shown on mute.

WHEN? WHERE?

In due time before the trade show.

At the production sites or at the customer's point of service.

TARGET GROUP

Trade show visitors

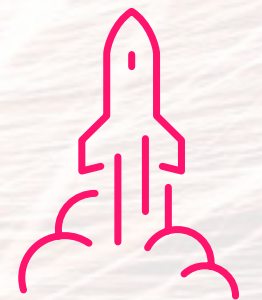
TARGET

Promotion of the trade show appearance prior to the event, run at the booth during the trade show

CHANNELS

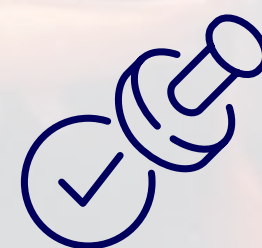
Online: LinkedIn, Twitter

Offline: At the trade show



HSEQ & Compliance

Making Light Work of Heavy Reading



HSEQ & Compliance are the foundation upon which your company operates, makes decisions and acts in a legally compliant manner. Since there is often a lot at stake, it is important that the entire team pulls together. But there's more to consider: CSR & charitable activities also belong here.

The video formats talk about legal and regulatory issues: Corruption prevention, product safety, occupational safety, environmental protection, social commitment and handling company assets.

Animated Explainer Video

Safety Readily Understandable

When things get complex, images are more memorable than handouts or page-long guidelines. **Animated explainers avoid misunderstandings** and **all employees can be reached equally**. Because watching is more attractive than wading through a wilderness of text.

WHAT? HOW?

Legal and regulatory issues: Corruption prevention, product safety, occupational safety and environmental protection. Dealing with intellectual property and other company assets.

Reduced complexity with minimalist 2D or breathtaking 3D, abstract shapes, naturalistic settings, detailed characters or simple stick figures. With voiceover, text overlays or completely without words.

WHEN? WHERE?

Before a breach of HSEQ or compliance guidelines occurs. **In other words, preferably right now.**

An animated video is created regardless of the location. However, we recommend choosing locations that resemble actual real-life situations and settings.

TARGET GROUP

Employees, service providers

TARGET

Create awareness and prevent potential hazards and violations.

B2B: Show that the company assumes responsibility.

CHANNELS

Online: Intranet, WhatsApp group, website

Offline: Training, workshop, presentation, symposia

Case Clip

The Emotional Protocol

After an accident or a breach of regulation, the **top priority is prevention**. The idea is to **help employees learn from the mistakes** made.

WHAT? HOW?

Occupational accidents, quality violations, breaches of the employer's regulations and laws, environmental offenses.

Fictional through reenactment & enactment or non-fictional as a report. Both formats can apply direct statements, voiceovers or text inserts.

WHEN? WHERE?

As soon as a case has occurred, but also preventively, for example with a hypothetical case being enacted.

If possible, at the incident site. Depending on the style, it is also possible to shoot at a suitable, alternative location.

TARGET GROUP

Employees, service providers, stakeholders

TARGET

Create awareness and prevent potential hazards and violations.

B2B: Show that the company assumes responsibility.

CHANNELS

Online: Intranet, WhatsApp group, website

Offline: Training, workshop, presentation, symposia

Awareness Statement

HSEQ is a Top-Level Issue

In the case of a current event or a **new HSEQ direction for the company**, a member of the senior management may address the workforce to stress the importance of the issue.

WHAT? HOW?

Accidents, incidents, prevention, realignments.

Simple and direct without much fuss; in 4K to be able to cut back and forth between different shot sizes.

WHEN? WHERE?

Whenever you address a serious matter that requires major attention.

In a place that does not distract from the content.

TARGET GROUP

Employees, service providers

TARGET

Create awareness and prevent potential hazards and violations.
With even more emphasis.

CHANNELS

Online: Intranet, WhatsApp group

Offline: Event, training & work

Employee Testimonial

New Approaches that Benefit Everyone

Social commitment needs commitment **at every hierarchical level of an organization.** A sustained commitment by individual employees is authentic and more credible than mere declarations of intent from above.

WHAT? HOW?

Corporate citizenship, corporate volunteering, DEI & sustainability.

Interviews with employees on a topic combined with filmed content that showcases the corresponding project. Authenticity is a top priority here.

WHEN? WHERE?

Always. There is a lot to do to make the world a better place.

At the company, contributing to the big picture.

TARGET GROUP

Stakeholders & public groups, interest groups

TARGET

Image improvement and possibly also branding: Companies that support charitable causes are more likely to attract customers and applications.

CHANNELS

Online: Website, intranet, Twitter, FB, TikTok, LinkedIn, Instagram

Offline: Trade shows, open house & themed internal & external events

Partner Clip

Teaming Up to Step Up

There's this non-profit project you run, either in the long or short term, together with one or more partners. **This should also benefit the company's reputation.**

WHAT? HOW?

Development aid, reconstruction, social projects, environmental initiatives, promotion of research, etc.

Showcasing people who benefit from the initiative, **plus statements by people from the partner companies.** With voiceovers, storytelling, music, reenacted or fictitious scenes, animations or infographics.

WHEN? WHERE?

Preferably during or near the end of the project, as this is the easiest way to accompany and interview people involved.

Wherever project activities take place and at partners' sites.



TARGET GROUP

Lawmakers, public groups, new employees

TARGET

Raise image and brand awareness, tap into new target groups

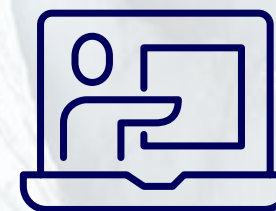
CHANNELS

Online: Website, FB, Twitter, Instagram, YouTube, email marketing

Offline: Event

Educational Content

Shared Knowledge, Concise Format



Educational formats make the company's top assets accessible to employees at all times: in-house knowledge about procedures and processes, protection and security measures or the code of conduct.

The stylistic spectrum ranges from animated-graphics with icons to detailed 3D representations or comprehensive life-action training videos. The focus is always on the transfer and long-term provision of knowledge.

Screencasts

From Newbie to Power User

New sales and process software, proprietary apps and other digital tools need widespread training and understanding to take root in large organizations. **Good and comprehensive tutorials minimize helpdesk and admin requests.**

WHAT? HOW?

Step-by-step guide through the tool with explanatory voiceover in the required language.

Menu views of the tool recorded via screen capture, **enhancements/zoom-ins to most relevant content shown in the image;** if required, with global localization of speakers & text content.

WHEN? WHERE?

Before the rollout of the software/tool.

Screen capture with guest access to the tool or remotely via video recording.



TARGET GROUP

In-house user groups of the respective tools or process

TARGET

Software training, minimize user problems

CHANNELS

Online: In-house channels
Offline: Support for trainings & workshops

Instructional Videos

Making Learning Fun

Established procedures, workflows, processes are **corporate knowledge** that must be maintained, constantly updated and kept available.

WHAT? HOW?

Safety/security & health topics, guidance on work processes.

As **animated explainer video** or **enacted film** with or without animated explainer visualizations.

WHEN? WHERE?

Ongoing and topical.

Depending on the content at the point of action.



TARGET GROUP

Company employees

TARGET

In-house training purposes, creation of a visual knowledge library

CHANNELS

Online: In-house channels

Offline: Support for trainings & workshops

Event Films

Curating Memorable Moments



Events can serve a variety of communicative goals, including an increase in sales, branding or attracting new employees. Media planning is key here. Event films can be used during or after the event to ensure emotional and effective communications.

Events include, for instance, award ceremonies, annual leadership meetings, annual press conferences, topic-specific conferences, international gatherings, trade shows, hackathons, exhibitions, performances, lectures & readings.

Event Coverage

If There's No Video, It Didn't Happen

An event is a perfect opportunity **to generate media attention** before, during and after the event itself.

WHAT? HOW?

Award ceremonies, annual leadership meetings, annual press conferences, topic-specific conferences, international gatherings, trade shows, hackathons, exhibitions, performances, lectures & readings.

With **statements, best-of impressions, music & excitement** and/or atmospheric & heartfelt

WHEN? WHERE?

Depending on your event schedule.

Where the action is.



TARGET GROUP

Employees, customers, contractors & stakeholders

Potentially stakeholders and/or the general public

TARGET

Reach people who did not attend the event, produce PR material, generate attention

CHANNELS

Online: Website, Twitter, Facebook, Instagram, Instagram Stories

Offline: –

Workshop Coverage

Behind Open Doors

Workshops can be run for a variety of reasons. **As they are a good way to break new ground bottom-up, they are now part of the toolbox of every state-of-the-art company.** This should also be demonstrated throughout the company and, in special cases, externally.

WHAT? HOW?

Values, work culture, strategies, team- building, HSEQ, upskilling, innovations.

With a range of individual impressions, testimonials, storytelling, music, text inserts or voice-overs.

WHEN? WHERE?

When a workshop covers a topic that needs to be communicated more broadly throughout the company. A teaser can also be produced in advance to recruit participants.

At the site of the event, which ideally is a little out of the ordinary.



TARGET GROUP

Employees, partners, service providers

TARGET

Recruit participants, engage with other employees and/or locations, team-building, knowledge exchange.

CHANNELS

Online: Intranet, Twitter, Facebook, LinkedIn, Instagram, Youtube

Offline: –



Change

More Than Just Keeping People Up-to-Date



Markets are constantly changing – which is why companies must also keep changing to remain competitive. But it's important that the foundation remains intact in the process. Strong communication is needed to successfully complete the transformation with all employees on board. Videos are an effective tool for taking everyone along on the journey.

Video formats on change issues deal, for example, with reorganizations, new IT structures, a new workplace culture & new work environments.

Motivational Clip

Full Speed Ahead Charting a New Course

The new and unknown is often met with a lot of uncertainty and even fear. It is important for employees **to understand why certain things are happening and what exactly it means for them.**

WHAT? HOW?

Reorganization, merger, new IT structure, new workplace culture & new work environment, new strategic direction.

Applying **storytelling, empathy, humor.** Staged as an animation, a fictional clip, or a non-fictional video. With voiceovers, statements or text overlays. With or without music.

WHEN? WHERE?

As early as possible. Employees should be involved in the change from the outset.

Where depends entirely on the clip. However, it is important that elements of the company appear to anchor the story.



TARGET GROUP

Mid-level management, employees, works council, service providers, shareholders and stakeholders, business partners

TARGET

Educate and motivate employees, make transparent what happens next. Depending on the change, possibly also image enhancement and employer branding.

CHANNELS

Online: Website, intranet, but also Twitter, Facebook

Offline: Events, workshops, staff meeting

Change Explainer Video

Straight Talk for Transparency

Again: This is the remedy for uncertainty or fear. **It is important for employees to be able to understand the upcoming changes.**

WHAT? HOW?

Reorganization, merger, new IT structure, new workplace culture & new work environment.

Animation or real-life images.
Emotional, inspiring and above all comprehensible. With voiceovers or text overlays, music and crisp, clear sound design.

WHEN? WHERE?

Again, **as early as possible**, so that the employees are not presented suddenly with a fait accompli.

In whole or in part on the company premises. In the case of an animation, evidently location-independent.



TARGET GROUP

Mid-level management, employees, possibly service providers

TARGET

Educate and foster acceptance for the change process as well as enthusiasm and motivation

CHANNELS

Online: Intranet, email
Offline: Information events, workshops & other activities for employees



Or are you looking for completely different?

Just get in touch and let us develop new video ideas together that fit your project.



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