

Case Study - Bupa International (Video Production)

Bupa International – The Challenge



AVT Connect was chosen by Bupa International to make a short news review film about the International Markets Forum. This 1-day event took place at the Wyndham Grand, Chelsea Harbour Hotel, London.

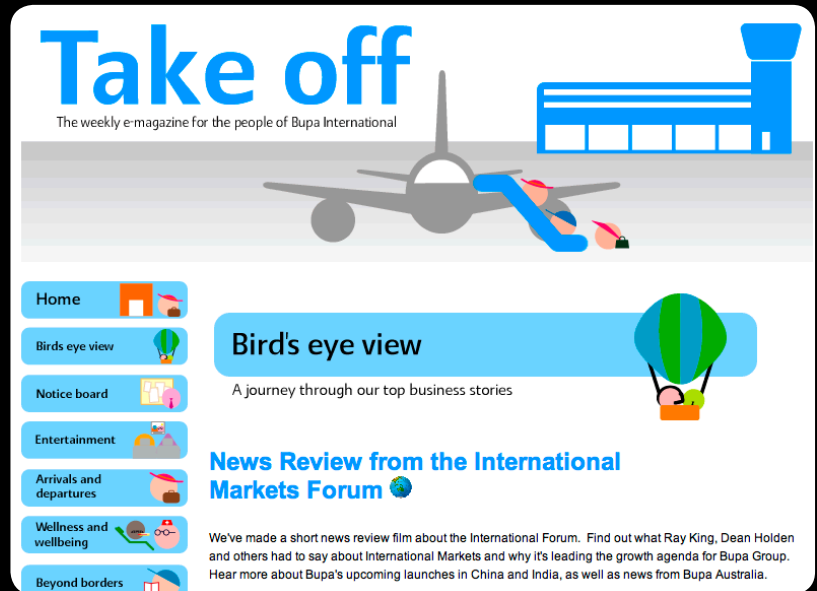
The video was embedded in 'Take off' – the weekly e-magazine for the people of Bupa International. Staff talked about International Markets and why they are leading the growth agenda for the Bupa Group. Senior leadership networked and collaborated, sharing best practice, showcasing key projects and discussing new opportunities.

Bupa was established more than 60 years ago in the UK and is now an international healthcare company with customers in 200 countries. Bupa is committed to helping people live longer, healthier and happier lives.

AVT Connect – The Solution

Bupa's brief stated that the use of visuals and technology was crucial for such a geographically spread business. The video needed to encapsulate the key issues of the forum, provide clarity on the key objectives for International Markets and connect to the Bupa Business Forum Agenda.

The 5 minute video included speakers from the Forum including BUPA's C.E.O, Ray King and a voiceover which told the story of the event and elaborated further on Bupa's aims and objectives regarding vision, ambition and collaboration.



The video was filmed in a TV news report style with quick edits to add pace and capture key highlights of the event plus emphasize the news that International Markets were growing.



Within the video AVT included a formal voice-over and a rolling text graphic along the bottom of the screen to stress the take



away messages plus increase the news report feel of the video. Finally the whole video report had music that reflected TV news themes of being informative and significant.

The Results

The internal communications department were delighted with the results and a variety of Bupa departments use AVT Connect on a number of live and digital projects. These include strategy briefing videos, awards ceremony production, event filming and editing and on-demand webcasting.