

Case Study – LogMeIn (Video Production)

LogMeIn – The Challenge



AVT Connect were asked by out post sound to work with them to produce a four minute promotional video to highlight LogMeIn Rescue, LogMeIn's highly innovative Remote Access Hosted Solution Service. Out post sound and AVT Connect worked closely with the client to obtain a tight brief to work with.

The video was presented to a Vodafone conference in Turkey and preceded by a presentation from LogMeIn to conference delegates, highlighting features and benefits of this remote, hosted solution service.

A key objective of the video was to articulate the current status and highlight why LogMeIn Rescue was proving so successful in other parts of the Vodafone group. The promo also emphasised that with LogMeIn Rescue Vodafone technical support staff could:

- Provide a real-time interactive support service
- Assist Vodafone customers with the use of their smartphones
- Give a 'Wow' experience!



AVT Connect – The Solution

AVT Connect provided clean, contemporary graphics and images were interspersed with a crisp and concise voiceover to take the viewer on a journey and inform them of all key features and benefits. An upbeat, energetic creative treatment used a rotating globe, simple explanations and was underpinned by seamless editing.

Meanwhile out post sound worked with the client and developed a tight, punchy script, advised on and provided a voice over artist, found and edited a contemporary piece of music and recorded and mixed all audio elements, which was provided back to AVT Connect as a two track stereo WAV to layback to the high resolution footage.

Testimonial interviews included the Heads of Technical Customer Service and Shared Services. These were direct and to the point, between 15 to 30 seconds, explaining why they chose and used LogMeIn and what the take up, stats and results were.



The Results

Vodafone commented "The video was well received when it was presented, and effectively showcased the message we were trying to get across to the audience. Thank you! The team did a great job pulling together what we did have into an effective and compelling piece."

