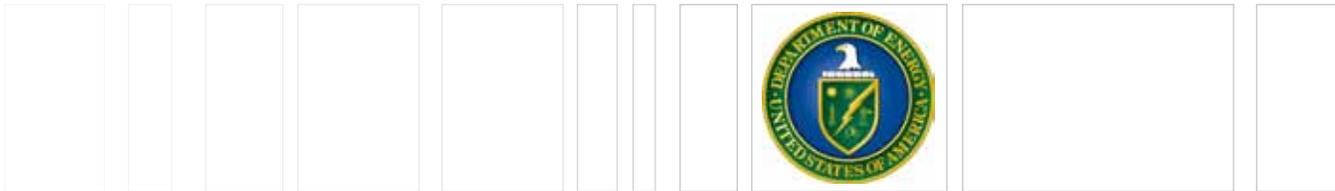


Case Study



Closer to Free

A Conference
Kick-off Video



CLIENT: US Department of Energy

AUDIENCE: Engineers and researchers from the automotive and energy industry and the national laboratories



SITUATION: The US Department of Energy needed a conference kick-off video to engage and motivate attendees about the positive impact of their energy research efforts. This was no small task given that the attendees' motivation is based primarily upon their desire to learn and hear what others in the industry are doing rather than considering the "big picture effects" of their work.

OBJECTIVES: After viewing the video, attendees would feel pride because their efforts to improve automotive technology through energy efficient vehicles improve the quality of life for everyone today and for generations to come.



Scene from the Video

APPROACH: To achieve the video's objective, Reel Impact chose "Closer to Free" by the BoDeans as the sound track. The song is upbeat, has a patriotic feel, and includes very appropriate lyrics including the phrase "...everybody closer to free" in the chorus. The song was not very well known to our clients so it took some convincing. What made our song choice fortuitous is that it paralleled a new advanced vehicle initiative called "Freedom Car" --an added bonus that the client really loved.



Logo

Lifestyle scenes were mixed with fuel cell car images to convey the video's message visually and we used a multi-screen projection system at the conference to further the impact of the opening video.

SERVICES PROVIDED: Reel Impact provided full service commercial production including the following:

- ▶ Client consultation
- ▶ Program direction
- ▶ Creative brainstorming and treatment development
- ▶ 16mm filming
- ▶ Music rights and clearances
- ▶ Scriptwriting



Film Crew

- ▶ Graphic design
- ▶ Storyboards
- ▶ Editing
- ▶ Casting
- ▶ Audio sweetening and sound design

CHALLENGES:

Prototype car availability

Many advanced propulsion cars were not available for filming. Since the prototypes look like regular production vehicles we used similar models and added "hydrogen" and "fuel cell" magnetic stickers.



Camera Car Mount

Casting a character that ages

The video script called for an actor to age from a boy to a young engineer to a grandfather. Obviously casting three people who look alike was a must since we needed something visual to show the audience that it was the same person growing up over time. Our solution was to use a prop, eyeglasses, and special effect aging make-up to aid in the audience's understanding.



Mocked Prototype Vehicle

Logistics

Research labs and testing facilities were geographically dispersed across the country requiring extensive scouting and to identify appropriate shooting locations.



Scene from the Video

RESULTS:

The DOE highly praised the video and it went on to win an Award in Media Excellence. In addition to being used as a meeting opener, the video was shown at numerous trade shows over the next two years. The success of this project has led to additional contracts with the DOE.



Scene fr the Video