

Case Study



Proud

A Series of
Promotional
Videos



CLIENT: John Deere

AUDIENCE: Farm Families

NEXT



SITUATION:

Each year, John Deere dealerships across North America invite farm family customers and prospects to attend an open house. As part of this annual promotion, John Deere wanted to include a series of promotional videos. Reel Impact was contracted to produce 24 human interest stories and an open and closing music video for the annual event.



Scene from the music video

OBJECTIVES:

After viewing the videos, existing customers would feel a sense of validation and confidence in their brand loyalty and choice. For prospective customers, the videos would instill a sense of trust in the John Deere name and its commitment to American farm family values.

APPROACH:

For the music videos, we wanted to salute the American farmer's partnership with John Deere without overplaying the John Deere brand. The music style needed to be soulful. To convey the feeling of warmth and pride we were seeking, we wrote an original music score, but we needed a lead singer with a soulful, raspy vocal quality. We found these qualities in singer Peter Mayer of the Jimmy Buffet band and Reel Impact booked him to record the lead vocals.



Scene from the music video

To complement the original soundtrack, we chose to shoot on film because of the medium's saturated color properties and aesthetic quality. Reel Impact developed a list of key scenes and used slow dissolves with archival footage, to capture a feeling of partnership and shared dreams.

For the human interest videos, the client provided Reel Impact with a list of story leads. We followed up on each of the stories and created 2 minute packages featuring unique, agricultural soft news stories.

NEXT

SERVICES PROVIDED:

Preproduction

- ▶ Research
- ▶ Scriptwriting
- ▶ Client consultation
- ▶ Stock footage search
- ▶ Creative brainstorming and treatment development
- ▶ Location scouting
- ▶ Art direction
- ▶ Casting (actors, and real farmers)



Archival Footage

Production

- ▶ Three to six person location film crew
- ▶ Recording session production
- ▶ Original music and lyric composition
- ▶ Direction and project management



Film Crew

Post Production

- ▶ Film processing and transfer supervision
- ▶ Audio sweetening and musical design
- ▶ Digital editing

RESULTS:

The video was a huge success receiving multiple industry awards including a Telly Award. Reel Impact was also asked to re-edit the music video into a corporate image television spot.