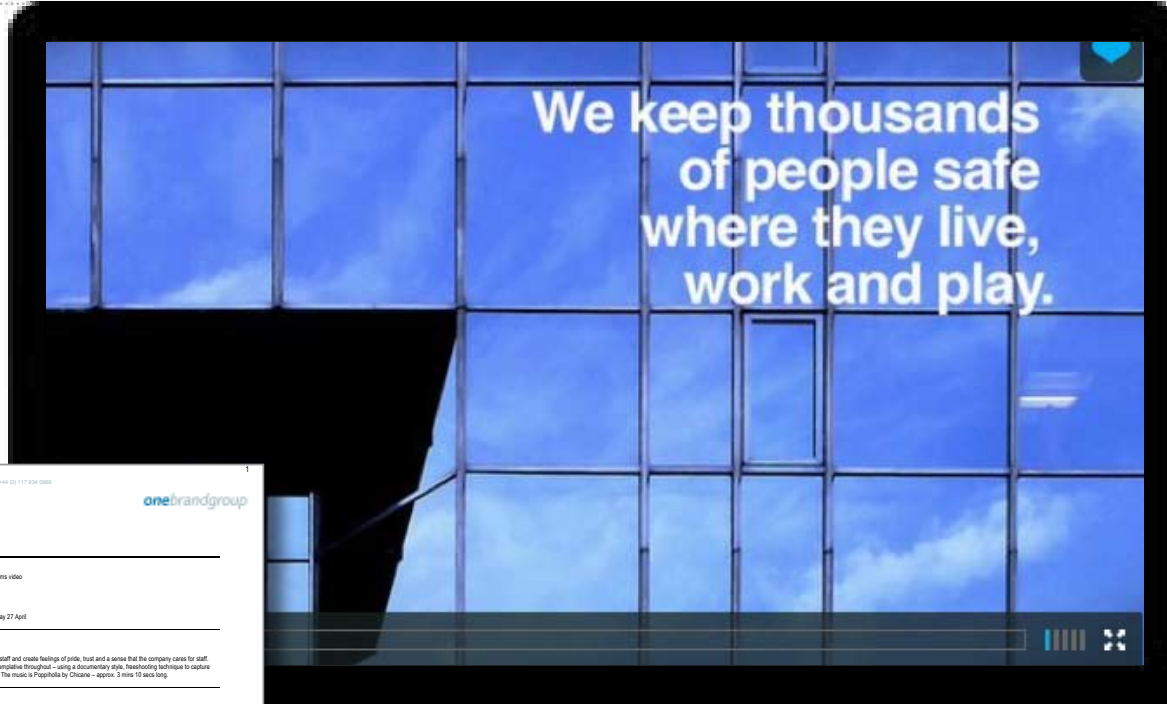




Producing a clear, consistent script that was on message and on brand helped the agency and the production team to deliver an engaging, high-impact film.



Title: A Day In Our Life  
Duration: 5 mins 27 secs

**The brief**

Produce treatment options and a shortform audio visual (AV) script to inspire and engage employees by focusing on the impact their work has on people's lives every day.

**Agency feedback**

*"As well as script writing, Clare's work as a director further helps her to explain the implications of the routes for production – which helps us as a team to sell these in to our client group. She is a talented and professional lady who I look forward to working with again."*

I drafted three initial treatment options and AV scripts for the agency – which were presented to the client with cost implications – before the final version was selected.

onebrandgroup

CONCEPTS AND COPY

**Script**

Client: XXXXXXX Group  
Job number and title: XXXXX internal comms video  
Length: approx 4 mins  
Client contact: John Jones  
Date: 27 April 2019  
SENT TO CLIENT FOR APPROVAL midday 27 April

**Recap**  
As four-minute video aiming to unite XXXXX staff and create feelings of pride, trust and a sense that the company cares for staff. The tone is uplifting, aspirational and contemplative throughout – using a documentary style, freshfooting technique to capture footage of real employees and customers. The music is Puppishki by Chisone – approx 3 mins 10 secs long.

**TREATMENT 1**

**Working together as one: making XXXXXXX Group real to employees**

**Key message:** As a part of XXXXXXX Group you make a difference to communities and live in lots of ways – the work we do today has real benefits for real people. Let's all be proud of what we are working together to achieve.

**Rationale:** XXXXXXX Group is large and has many different and diverse other departments, and of the importance of their central product area XXXXXXX that sits – both on the front line and at goals really making a difference to people's lives, and ensuring great, involved and inspired to work harder and more willingly.

**Theme:** A day in the life of our employees.

**Filming notes:** We have adjusted the running order of the film to together the environmental, compliance and being frames to tie to the other. This will also help build a stronger day in the life real stronger bridge between certain sequences/transition and better.

**Titles are indicated in red.**

Suggested storyboard	Narrative – guide
<b>INTRO</b> Close-up on one XXXXXXX employee	<b>Text: "What we benefits for real"</b>
Page to black	
<b>OPENING</b> Sun rising over a building	The start of a new XXXXXXX day at their work.
Close up shots of brooms and spades being removed from a rack. Close up of	

**Supporting growth**

**About Connaught**  
Connaught is a leading provider of...  
The innovative planning and build strategy work provided a...  
business solutions that were essential to the seamless...  
and initial implementation. We are now...  
results. Connaught has clearly strategic and...  
Mark Rowland, Director, Connaught Ltd

Supporting campaign information (print material)



Brand positioning, target audience and client objectives are equally as important as key messages when it comes to editing down a script.



Title: The Product Council  
Duration: 1 min 47 secs

**The brief**

The Financial Times wanted an internal communications film to explain a new process to their employees in an engaging and effective way.

**The approach**

I edited an eight-minute audio down into a concise, engaging script, simplifying the FT's new internal process and making it engaging and accessible.



Creative partner

> Watch the film: <http://vimeo.com/84871020>

Clare Sturges.

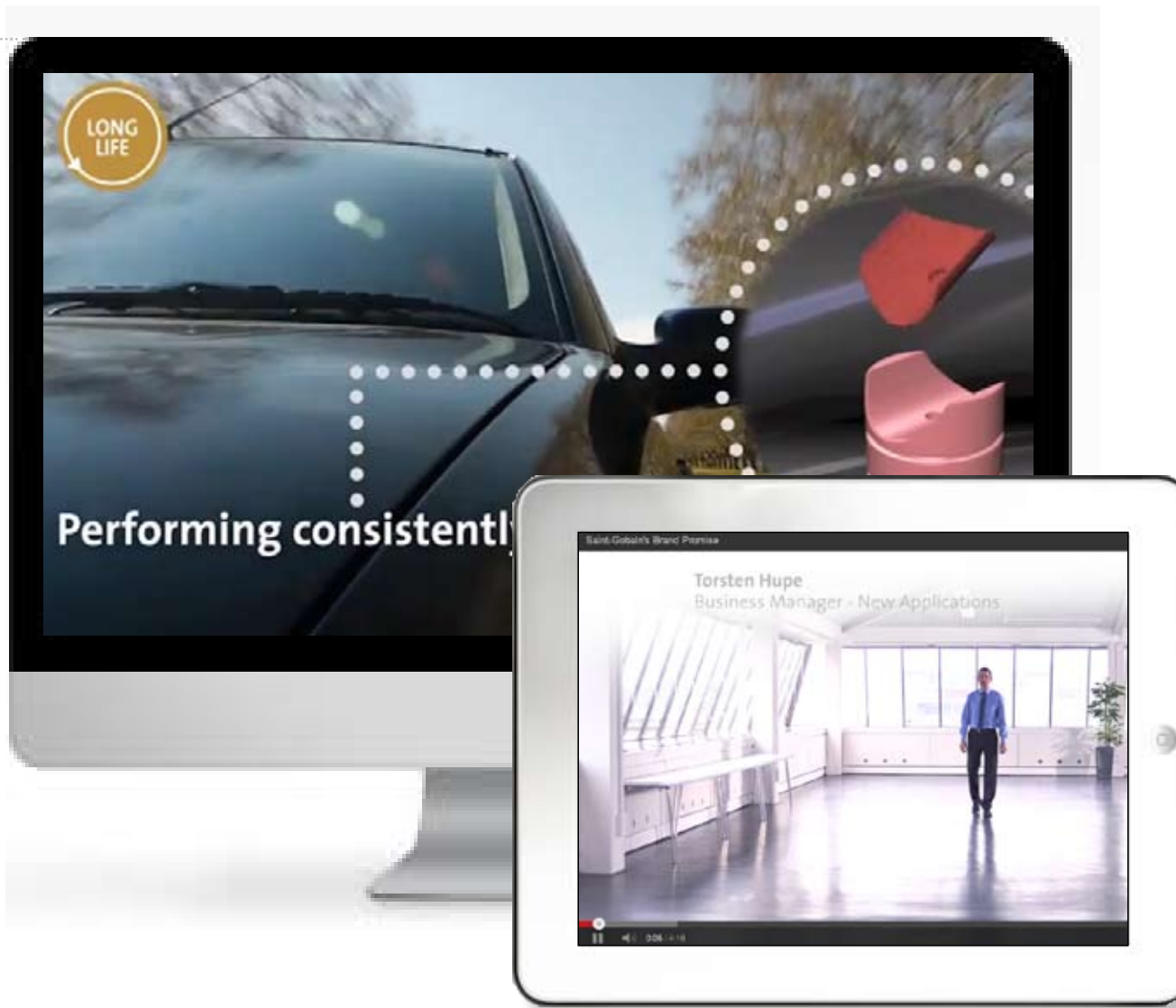
COMMUNICATIONS  
CONSULTANCY

[www.claresturges.co.uk](http://www.claresturges.co.uk)

[hello@claresturges.co.uk](mailto:hello@claresturges.co.uk)

t 02922 215211 m 07761 558028

The briefing meeting is all important when it comes to understanding client expectations, the brand journey and agency priorities – the role of the script writer is to produce engaging, creative work within these constraints.



**Title: Making small parts.  
Making a big difference.**  
**Duration: 4 min 19 secs**

**The brief**

To inspire employees and stakeholders around the world to accept and emotionally connect with Saint Gobain's new company brand values and tagline 'Making small parts. Making a big difference.'

**The approach**

I produced three distinct creative treatments and a sample script for Saint Gobain's global brand repositioning film – interpreting the company tagline and new visual branding.

**Agency feedback**

*"Clare has impressed us by having a very quick grasp of the client's objectives and then translating these into highly engaging script concepts."*

Clare  
Sturges.

COMMUNICATIONS  
CONSULTANCY

[www.claresturges.co.uk](http://www.claresturges.co.uk)

[hello@claresturges.co.uk](mailto:hello@claresturges.co.uk)

t 02922 215211 m 07761 558028



OAKWOOD

Creative partner

> Watch the film: <http://youtu.be/ul6sBbDXFes>



**Title: Butterfly Project**  
**Duration: 8 mins 20 secs**

**The brief**

To write and produce a short film encouraging employees to accept and embrace of a new person-centred approach to dementia care prior to the scheme being rolled out across eight similar homes in the area.

**The shoot**

A micro crew (director, DP, sound) working sensitively around the daily routine within a dementia care home.

**Agency feedback**

“Clare is incredibly organised and structured in her approach with a great ability to work to very tight deadlines without losing any aspect of creativity. The end results have always achieved great acclaim and we look forward to working regularly with Clare in the future.”

Producing a draft script and storyboard prior to filming helped the agency and my production team to structure each interview and deliver an engaging, informative film.



COMMUNICATIONS  
CONSULTANCY

[www.claresturges.co.uk](http://www.claresturges.co.uk)  
[hello@claresturges.co.uk](mailto:hello@claresturges.co.uk)

t 02922 215211 m 07761 558028



Creative partner

> Watch the film: <http://vimeo.com/62056273>



# QinetiQ

One of the awesome locations for the shoot: a giant soundproof 'deadroom' used to test aircraft engine noise.

**Title:** People Who Know How  
**Duration:** 2 mins 45 secs

### The brief

Produce and direct a shortform live-action film to inspire employees – focusing on the real-world impact of their work.

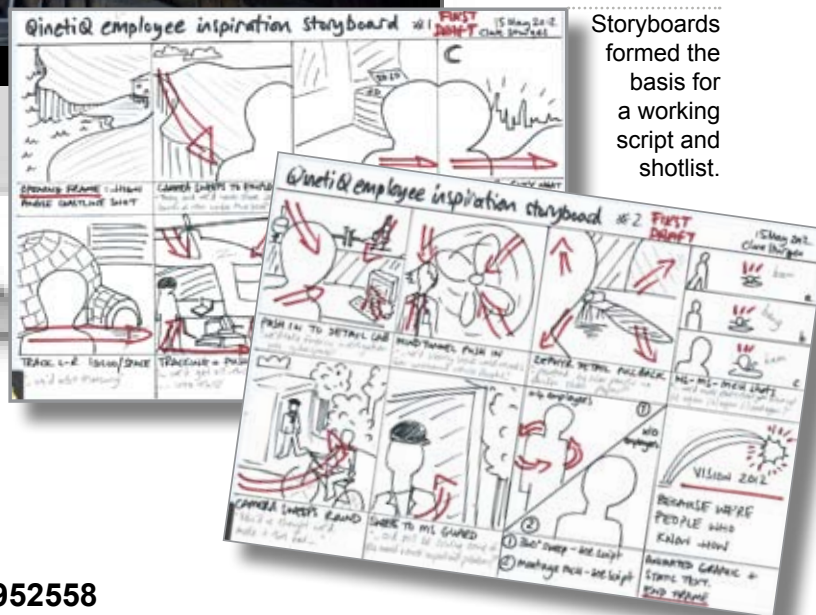
### The shoot

Four hot sunny days across many stunning UK locations with a RED Epic, 6ft slider, high-end production kit and excellent crew.

### Client feedback

*"Clare and I worked together on a film showcasing the amazing things our people do. She recommended a simple storyline and high-quality production. The result is beautiful and has been extremely well received. We are delighted. Clare was a pleasure to work with, always professional, excellent at managing the team and completely focused on the task."*

Storyboards formed the basis for a working script and shotlist.



Creative partner

> Watch the film: <http://vimeo.com/75952558>  
Password: qinetiq

Clare Sturges.

COMMUNICATIONS  
CONSULTANCY  
[www.claresturges.co.uk](http://www.claresturges.co.uk)  
[hello@claresturges.co.uk](mailto:hello@claresturges.co.uk)  
t 02922 215211 m 07761 558028



**Title: Join the conversation**  
**Duration: 4 mins in total**

**The brief**

Produce and direct three shortform peer-to-peer marketing films with real advisers sharing genuine experiences of AXA products and services.

The films were delivered directly to selected advisers in a video mailer card. They formed part of a larger B2B campaign that included online articles, adviser case studies and email marketing.

**The shoot**

Three days across locations in the south of England with two HD video cameras, a 3ft slider, portable lighting kit and a committed, creative crew.

Developing a clear approach to each topic helped the client and director to structure interview questions that would elicit useable soundbites that were on brand and on message.

