

ADVOTORIAL

Strategic Shifts & Changing Trends in the Corporate Films industry in India

In the age of the Internet, a lot of marketing efforts is going on in using Corporate Films and Advertising on the web. While some slow to adapt companies stick to traditional advertising over mainstream media, other more aggressive companies have learned to mix online and offline marketing tactics, such as Corporate Videos, thereby creating a more effective branding plan. Corporate Films shot in a more evocative documentary drama style build a more credible story that seems to resonate uniquely on the new format of the Internet age.

With the new media and technology lurking around the corner, traditional TV commercials are being overshadowed by the effectiveness of Corporate and Brand video advertisements in the Internet at an alarming rate. Today, high-speed Internet connections allow people to watch videos over the web without latency. Moreover, the Internet is now being used by almost everybody, regardless of race, age, country or financial status and has been dubbed as the new worldwide media. In fact, Corporate Films help in building a 360 degree saliency among employees, distributors, internal and external stakeholders.

If you own or manage a business, you absolutely must consider creating or having developed for you an unique corporate video commercial or presentation. But how many

corporates realise the potential of a film to promote business? In a visually connected world, seeing is believing and what better way to create a positive impression to the discerning customers, investors, and yes, for attrition prone employees, than through a well crafted corporate branding film.

A film can communicate and inspire people effectively without any language barriers. However, when it comes to making a corporate film, many people don't get it right. In fact, most films are made on a trial and error basis. But things are changing. What used to be once a self congratulatory audio-visual, has today evolved into a highly inspiring visible communication which has an emotional connect with the audience. As a result, globally, corporates treat film as an important vehicle for business development and brand promotion.

Now the next question is obviously what to look for in selecting a good corporate filmmaker? A good corporate filmmaker must necessarily possess three sets of skills - the art and craft of the Film medium and second and equally important, the ability to understand complex



industrial and technical aspects of the business. These two skills will then coagulate into the third skill – how to tell an evocatively impactful visual story?

Therefore, the first step in making an effective film is to select the right filmmaker who has both experience and expertise in industrial films. Remember, a good

film helps you to take your business to the next level. It is equally important for the senior management to take ownership of the project instead of delegating it down the hierarchy. Selecting the right partner for your Corporate Film is therefore a Top Management responsibility. Having made an effective film, let your marketing gain the visual advantage!

The author, JOE PAN, is a writer-director and founder of Pansworld Television (India) Pvt.Ltd. He can be contacted by E-mail: films@pansworld.com

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