

Pansworld Television (India)

Films Combining Art with S



Like his namesake, the ancient Greek god who enticed women and goddesses with the music of his pipes, Joe Pan has brought in customers aplenty for the who's who of the corporate world. The difference is that he does it through films and videos that put an artistic face to the nuts and bolts of industry. And the fact that Mr. Pan is a corporate management veteran himself adds an authenticity to his videos that the competition would find hard to match.

Corporate giants like the Tatas, L&T and IndianOil have placed their faith in his cinematic craft, and have been rewarded with award-winning and one-of-a-kind marketing creations.

How often have you heard of a hard-core corporate professional turning his focus 360 degrees and making a foray into the rarefied world of corporate films? Meet Joe Pan, ex-manager and veteran adman, who flaunts an enviable resumé of having written, directed and produced nearly 500 corporate films, including seven award-winning ones. This rare skill even reminds one of his legendary namesake, the pipe-playing Greek god Pan who was a huge 'hit' with nymphs and goddesses alike!

Mr. Pan writer-director and CEO of Pansworld Television (India) has climbed the corporate ladder as marketing manager for an engineering company manufacturing chemical plants and equipment. But where many others would have been satisfied with this corporate achievement, his talent and innate urge for communication made him move to advertising. From there, it was a natural progression to becoming a corporate film-maker and, in due course, the segment leader in the country.

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His experience as an industry insider sets him apart from others in this rather niche space. As he puts it boldly and without any false modesty, “I have combined the art of film-crafting with in-depth knowledge of industrial subjects to make effective business promotion films. My experience with the engineering company helped me gain an in-depth knowledge of multiple industrial sectors like oil & gas, bulk chemicals, fertilizers, pharmaceuticals, agrochemicals, polymers, cement, steel, metallurgy and allied industries. Understanding the needs of these industries helped me to make impactful communication films for several leading corporates across India.”

LEAP OF FAITH

Mr. Pan started his ad agency Pansworld all of 30 years ago. After making a name for himself in the traditional circuit of advertising campaigns, sales promotion brochures, exhibitions and PR, he decided to venture into the then newly emerging field of corporate film-making.

Among the agency’s earliest achievements was revamping the entire visual communication portfolio of L&T with 49 films, including the catchy and evocative L&T Anthem.

Soon, Pansworld established itself as a high-quality yet low-cost film-maker. This explains why the agency continues to work with several public sector undertakings through the tender process by winning contracts as the lowest bidder.

IndianOil has made as many as 60 films with Pansworld. This includes several marketing films, launch films, product films, training films, CSR films and the award-winning corporate branding film, ‘Bringing Energy to Life’. In fact, the very first film Pansworld made for IndianOil, titled ‘Vision through Quality’, won an ABCI award.

CORPORATE PLAUDITS

When The Shipping Corporation of India wanted to engage the best film-maker it could get for its golden jubilee film, it invited reputed film-makers and ad agencies for a sales pitch. After the technical evaluation round, Pansworld was among the four short-listed parties and went on to win the contract as the lowest bidder. The SCI film, ‘Riding the Waves’, presented through a nostalgic story of three generations, was shown across the country, including a special screening for the President of India and the Prime Minister. Once again, Joe Pan had proved that the best film needn’t be the costliest!

Pansworld has been engaged by various Tata companies such as Tata Power, TCS, Tata Housing, Tata Motors, Tata Sustainability Group and Tata Sons Ltd. So far, 43 films have been made for the group on subjects like



Promoting biz thru 'films with soul'

Rejecting the typical self-promoting style of standard corporate videos, Joe Pan creates what he calls 'films with soul' – evocative audio-visuals that combine creative film-making with in-depth industry knowledge. A continuous video campaign can reap huge returns for clients, he tells *Corporate India* in an interview. Excerpts:

Corporate India: What are the challenges in corporate film-making?

Joe Pan: Corporate film-making is an evolving art. Many films are still made on a trial-and-error basis. Many agencies have islands of expertise in one or two aspects, but there are very few who can provide total solutions, from scripting to screening. Pansworld is a one-stop solution provider for all types of corporate films.

CI: How can a film help in business promotion?

JP: Whether it is acquiring new clients, retaining existing customers or developing export markets, a film is the best way to create a positive impression.

CI: What is the role of video in digital marketing?

JP: Today, the digital space is a huge opportunity for interesting videos rather than written words. Videos connect faster and engage better. Therefore, corporate market-

ers should explore the vast potential of digital marketing with a continuous video campaign.

In a digital marketing campaign, the scope of video extends from business promotion films to technical videos, operation and maintenance videos, customer testimonials and success stories, and corporate branding films as well.

CI: What do you mean by 'films with soul'?

JP: Conventional corporate films provide general information in the form of a recorded commentary edited with mix-and-match visuals. Usually, these type of audio-visuals appear boastful and do not impress external audiences.

A 'film with soul' is an inspiring visual story that engages the audience emotionally. This requires the combination of dual skills — the art of creative film crafting and in-depth knowledge of industrial subjects. Therefore, corporate film-making is a highly knowledge-intensive task where an impactful script makes all the difference! ■

sustainability initiatives, skill development, employee engagement and training.

Besides, Joe Pan has also made films for individual clients to manage crisis situations arising from political interference or allegations of vested interests.

SELLING VIA ART

Can you imagine a product like a forklift being marketed through a synonym of the classical Kathak dance? For the sales promotion film on Godrej Lift Trucks, Mr. Pan created a comparison between the evolution of forklifts by Godrej in India and the globalization of the Indian dance form of Kathak.

In another case, a metallurgical company producing alloying products was 'packaged' via a specially created



musical fusion to explain metallurgical fusion effectively.

Besides L&T, Godrej, IndianOil and the Tata group, Pansworld has produced multiple films for Hindalco, Bajaj Electriclas Ltd., Welspun, the Shapoorji Pallonji group, Kirloskar, HPCL, Mahanagar Gas, UPL, Toyo Engineering, Apar Industries and Electrotherm, and for several pharmaceutical companies

as well.

Notes Mr. Pan with a conviction born of experience and success, "In a digitally connected global marketplace, live action videos communicate faster. Seeing is believing and impressions, rather than information, win more customers and increase the brand value." We'll say *touché* to that! ■