



CASE STUDY COMMERCIAL MOVIES

Following last year’s launch of the FELCO 820, 2013 sees FELCO launch yet another electroportable pruning shear, the FELCO 801, a model that is particularly suited to vineyard work. FELCO asked TBSCG to shoot three video ads to help promote this brand new tool. TBSCG’s audiovisual production team, based in Paris, took charge of the entire ad production process, from the scripts right through to the subtitles.

AHEAD OF THE SHOOT: SCRIPTS AND STORYBOARDS

Instead of focusing on the product’s features, the agency’s creative team decided to showcase the tool’s competitive advantages. In order to do so, they came up with three films, each with a different theme: the user, the tool and nature.

Once the scripts had been approved, the agency put together storyboards, enabling the client to “visualize” the ads prior to them being filmed. Advertiser, video director and content director all worked hand-in-hand with FELCO’s communications team. The result? No surprises on the day of the shoot.





REDUCED-TEAM SHOOT

The work carried out ahead of time by the creatives and FELCO’s communications team meant that only a very simple structure was needed when it came to the actual shoot: the video director and content director were the only ones from the agency present on the day.

The fact that the creative team and the client worked so closely together also helped the videos stay on-budget. The shoot took place in three different locations in the south of France.

The extremely precise beat sheets that had been drawn up ahead of time helped the video director get exactly the shots he needed in each of the different locations. A lot of time was consequently saved, which in-turn allowed the director to re-shoot a few scenes that were unsatisfactory because of the weather.

The result? At the end of the two days, the video director was able to return to Paris with all the shots he needed in the can.



EDITING, VOICE-OFF AND SUBTITLES

Once again, the storyboards and beat sheets facilitated the editing phase. In parallel, the agency had carried out a casting session for the voice off (in English), and the texts were recorded in a professional studio whilst the films were simultaneously watched. The subtitles were then synchronized in six different languages.

Thanks to all the hard work carried out ahead of the shoot and the fact that everything was validated at numerous key points along the way, validating the final ads was no more than a simple formality.

These ads received the 2013 award for Best technical film at Oenovideo, the international grape and wine film festival.



TO WATCH THE ADS, GO TO WWW.FELCO801.COM

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