



GLOBAL FORWARDING

:: a success story ::

::The Challenge::

To expand upon their already impressive client base and to recruit new customers within the United States, global shipping giant DHL Global Forwarding wanted a series of videos, each explaining a different facet of their services. The trick was to keep the videos engaging, inform the customer, and to set them apart as a leader in the shipping industry. To add to the challenge, each of the six featured products, including Ocean, Domestic, NAFTA Northern & Southern Border, and Government & Defense Services, needed to be completely unique and stand out from one another as well as from the competition.

::The Answer::

SolidLine Media went through a thorough RFP process with DHL, and was awarded the contract for their unique ideas and streamlined production process. Each individual service required extensive research through which a script was drafted. The SolidLine production rig and crew traveled across the nation and across borders to get service specific High Definition footage and customer testimonials. From JFK Airport to the port of Los Angeles...from Vancouver, Canada to Reynosa, Mexico...the SolidLine crew was there. Plus, in order to individualize each service, custom high end motion graphics and 3d animation were created around each unique production concept. At the same time a unifying theme was developed to brand the entire series as distinctly DHL. 3d animation, motion graphics, location footage, testimonials and professional narration were then merged, along with music and sound effects, to create not one, but 6 polished, professional videos.

::The Outcome::

These worldwide award-winning productions have been a huge success, and are being met with the highest praise. This new series of product videos gives the DHL Global Forwarding sales team a cohesive set of marketing tools they can use in the field, for both sales presentations and as a 'leave behind' piece. Each of these product videos has gone on to win numerous industry awards, including the prestigious Telly Award for production excellence.

"These videos have provided us with a very tangible, real way of demonstrating what we are capable of providing to our customers! Not only has SolidLine given us a product with the inherent quality of craft that they are proud to put their name on, but we're proud to put our name on it as well!"

-Rachel Diakides, Director of Marketing and e-Solutions



SolidLine
Media

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high definition video production

Telly
Award
Winning
Production