



AMERICAN OSTEOPATHIC ASSOCIATION

THE CHALLENGE

It was time once again for the American Osteopathic Association, the nation's national organization for osteopathic doctors, to begin planning its annual report video. But this year was different. This year they wanted to stray away from their "traditional" annual video stylings and try something more creative and fun. A challenge indeed, as much of the content the production was to be comprised of was rather serious medical related information.

THE ANSWER

The SolidLine I-Research team developed an "out of the box" production, while staying true to the important values the AOA possesses. A groundbreaking Hollywood theme was introduced, creating 5 separate mini productions, each with a different movie theme, including a Western, Love and Romance, Documentary, Spy and even an Action / Adventure. These "mini movies" revolved around a "live" talk show format, AOA Today, hosted by the AOA Executive Director. In addition, movie tickets, teaser posters and t-shirts were placed around the Fairmont hotel so guests of the annual meeting could get a taste of what was to come.

THE OUTCOME

AOA Today was an instant hit, four stars to be exact. As the "live" produced show ended, a riveting standing ovation transitioned into the finale, a hilarious blooper reel from the 6 months of production that went into the show. This production has also gone on to win several industry awards, including a Telly Award for excellence in video production.

"My hat is off to you for the great job on the annual report video. Your creativity, pursuit of excellence, and work ethic should serve SolidLine and your diets well for many years to come."

-John Crosby, AOA Executive Director

SOLIDLINE™
MEDIA
PRODUCING SMART VIDEOS

TO LEARN MORE VISIT
SOLIDLINEMEDIA.COM