



## THE CHALLENGE

For a company as gigantic as the multinational oil giant BP, keeping employees apprised of the most up to date business strategy in order to meet the challenges of the future is no easy task. But it had to be done...and creative video was their medium of choice. BP Oil Americas approached SolidLine Media in search of an inspirational video production...a video to be distributed throughout the entire employee population in order to educate and update everyone on the company's future direction and goals for the coming years.

## THE ANSWER

After researching the inner workings of BP's current strategy, then familiarizing themselves with the changes and updates to that strategy, SolidLine's writing staff was able to craft a script that created a concise and visually engaging story...the framework for what was to come. From there, the in-house SolidLine production team travelled the country interviewing high level executives and acquiring original footage at refineries and other locations...all in full High Definition. Back at SolidLine offices in Chicago, our art department hand-crafted custom motion graphics to better illustrate and punctuate the important points throughout the presentation. The end result was a production that was powerful and informative...and, of course, inspirational.

## THE OUTCOME

For its debut, the finished BP Strategy video was played to a live group of over a thousand, while it was simultaneously beamed across the globe via BP's intranet to a worldwide audience. Utilizing the combined knowledge gained from hours of research and detailed interviews with high ranking BP officials, SolidLine helped to brand and distribute Oil America's blueprint for future success to the whole BP family.

"This challenge was a tough one there's no doubt about that...to create a video about oil strategy and make it entertaining. But the SolidLine team impressed us with a spot on production, and we hope will continue to do so in the future."

- Chris Close, BP Communications Manager

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