



THE CHALLENGE

To expand upon their already impressive client base and to recruit new customers within the United States, global shipping giant DHL 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 shipping industry. To add to the challenge, each of the eight featured products, including Air, Ocean, Domestic, NAFTA Northern & Southern Border, Government & Defense Services, and Industrial Projects and Oil & Energy 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 eight polished, professional videos.

THE OUTCOME

These worldwide award-winning productions have been a huge success, and are being met with the highest praise. Rachel Diakides, Director of Marketing and e-Solutions, exclaims "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!"

Each of these product videos has gone on to win numerous industry awards, including the prestigious Telly Award for production excellence.

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