



F.E. MORAN



THE CHALLENGE

The Moran Group, a conglomerate of companies providing mechanical services to the commercial, residential and institutional markets, found themselves questioning: Is it possible to have an eye catching, engaging and professional way of welcoming both new and prospective employees? Since the Moran Group is committed to providing the highest quality installation of a variety of services including, alarm monitoring, fire safety, and the installation of sprinkler, heating and air conditioning systems, it was important to emphasize the scale and importance of their operations. They approached SolidLine for the answer.

THE ANSWER

The SolidLine team met with the heads of the parent company as well as each of the five individual companies in order to craft a script that would work for everyone, no matter their specialty. Utilizing their top-of-the-line high definition equipment, the production crew met with and interviewed each of the nine presidents of the companies that make up the Moran Group. In the meantime, the SolidLine art department worked closely with the production crew in order to match the custom motion graphics with the different look and feel of each of the Moran Group companies, while ensuring that the whole video has a cohesive feel.

THE OUTCOME

The new Moran Group employee orientation video was very well received, garnering praise from each division of the Moran Group family. The video has since been implemented and now serves as a new employee's first introduction to their bright future at F.E. Moran.

"SolidLine came to the table first and foremost with a level of professionalism that I was impressed with. That dedication and commitment to their craft, mirrors our own, and we are proud to give their work the Moran Group stamp of approval. I'd like to think that our founder, my grandfather, FE Moran, would be very proud of this video. I know we are."

- Brian Moran, President, The Moran Group



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