



PEPPER
CONSTRUCTION

THE CHALLENGE

Like many companies, Pepper Construction had a "new hire" orientation video, but it was severely outdated. Not only did the information need to be upgraded, but the production value was decades old – making for a video that put many of its viewers to sleep. Pepper sought out SolidLine Media for the first time with a bold project. They wanted to create two 30 minute videos: a New Hire Orientation for all new employees of the company and a Site Specific Orientation to be utilized as a safety 'refresher.' Both productions had to focus on the safety hazards that occur on every construction site as well as the triumphant history and success of the Pepper organization as a whole.

THE ANSWER

This was a big project, one that would require SolidLine Media's producing and writing staff to get deep into I-Research, our exclusive system to fully understand our client's business model. This meant visiting construction sites and seeing the work being done first hand, meeting and conferencing with numerous Pepper employees and finally developing an innovate concept to keep new and current Pepper employees entertained while watching the video.

THE OUTCOME

Today, the Safety Department at Pepper have new training videos they are proud to show. The SolidLine production team filmed on-location at 7 working construction sites, incorporating on-the-job testimonials along with high quality filming, enticing motion graphics, 3d animation and a professional narrator. Using the highest quality production standards and techniques was imperative in highlighting Pepper's excellence in on-the-job safety. After all, the video needed to be a direct reflection of the high quality Pepper has always been known for.

"This was our first time working with SolidLine and it was a great experience. This video tells our new and current employees everything they need to know about being safe at a Pepper jobsite, and I have to say, it's a lot of fun to watch! Excellent job."

- Shannan Blagg, Director of Communications

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