

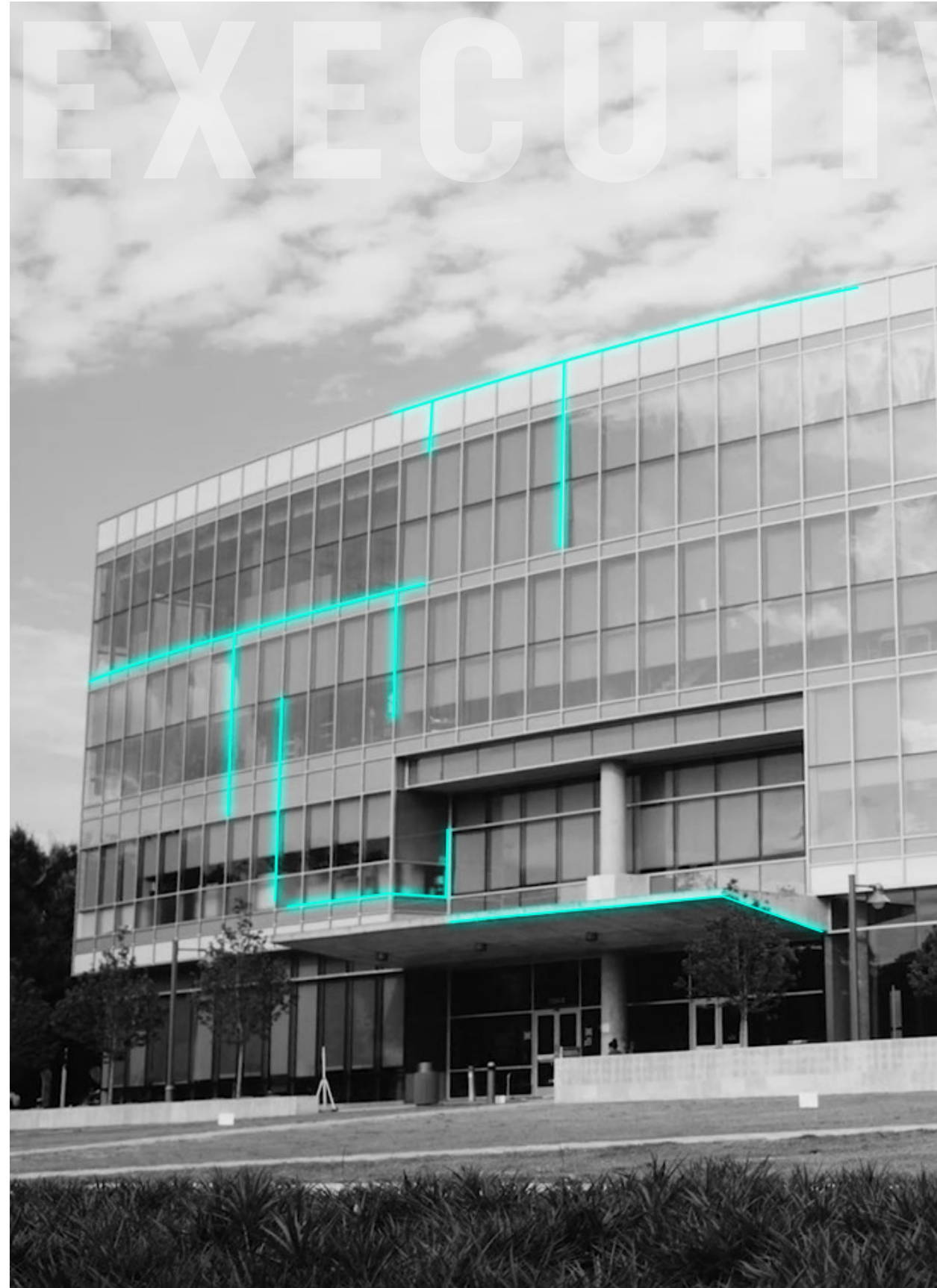


CASE STUDY

HOUSTON COMMUNITY COLLEGE

VIDEO CONTENT FOR COMMERCIAL CAMPAIGN

INFORMATION THAT
REACHES THE MASSES



EXECUTIVE SUMMARY

Houston Community College (HCC) is an open-admission, public institution of higher education offering a high-quality, affordable education for academic advancement, workforce training, career development, and lifelong learning to prepare individuals in our diverse communities for life and work in a global and technological society ([source](#)). Houston Community College offers branches in Houston, Katy, Spring Branch, Alief, Stafford, and Missouri City. As you can infer, HCC is a staple in Houston's education sector. With over 100,000 students at any given time, they're leading the way in Houston for Associate's Degrees, Certificates, Occupational Skills Achievements, and Transfers to major universities.

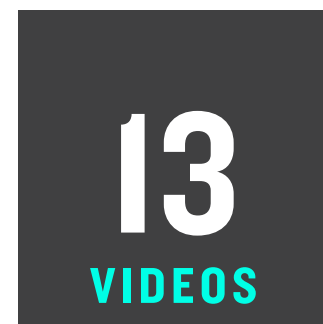
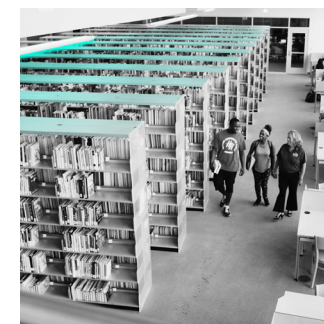
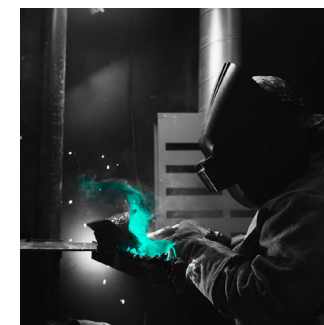
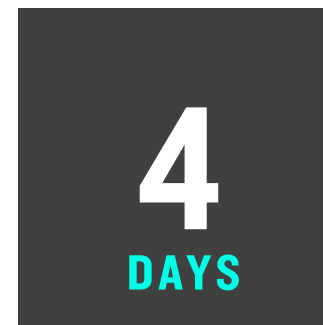
With such a broad, diverse reach, HCC wanted to get creative with their next marketing campaign and utilize video to show what it's like both during and after your tenure at HCC. The initial project brief included a request for a large-scale commercial campaign. HCC requested video ads for this campaign, which needed to be showcased on traditional and digital media outlets. In collaboration with another agency, Deutser, we produced a set of 13 commercials, including 30-second and 15-second versions, in English and Spanish.

DISCOVER

HCC wanted to stand out – the typical boring student and faculty testimonial video series would not work for this campaign! They wanted to do something more progressive, and something different to catch people’s attention, which is especially important given the traditional advertising methods which would be used – TV commercials.

HCC presented us with a primary challenge – HCC had been advertising across both traditional and digital outlets via video and other visual content, but it was time to switch it up. Results had become stagnant, so they wanted their advertisements to be more effective and more powerful. How do they accomplish this? Well...video, obviously. But what type of video content would be the most effective in terms of capturing your audience’s attention, and standing out from your competition? Enter, Pop Video.

Additionally, HCC needed to reach an audience who is used to viewing Netflix-style content, which is beautifully shot, combined with a great concept or story, but we had to do it reasonably in terms of cost. We wanted the Netflix look, without the Netflix production costs. In working directly with the creative director at Deutser to create a multitude of ideas on a spectrum of costs, we ultimately decided upon a project scope that worked creatively, but also efficiently from a budget standpoint.





STRATEGIZE

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Before we develop the strategy for video and visual content creation, we always need to determine how we are going to look at this content – will it be a series? A single video? For this particular project with HCC, it was going to be a series of 13 spots, so that influenced the concept greatly. We also had one common audience for all creative, so that helped us narrow the idea even further.

After coming to that easy conclusion, we needed to find the overlap and shared resources in terms of logistics. We had to devise a creative compromise – we needed to achieve a certain look, but also determine what was actually realistic for us to accomplish due to the number of locations we needed to shoot, and the executives and other employees of HCC who were available during our production days.

We had to approach available resources and align that with a creative concept that could be carried consistently throughout every video. Our creation strategy was repeatable and modular, which allowed us to deliver a creative concept on a reasonable budget.

CREATE

For Pop Video, the challenges came down to creative – we thought the most effective way to accomplish their vision and goals was a double exposure video approach. The desired style presented additional challenges for our team, but it was a creative challenge we were ready to tackle! We also wanted to do this in a black & white look. So, two aspects dictated everything that we shot – the double exposure style and the black & white look of the footage.

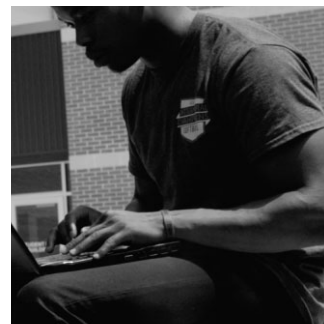
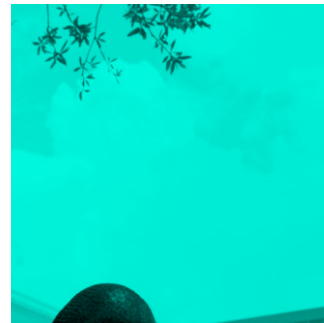
For black and white footage, you must choose high contrast locations, and the composition of the shots had to be done in a very particular way. And given the overall look, additional space was required for a green screen. Plus – with black & white especially, you must be conscious of what everyone is wearing on-camera, and multiple staged actions were planned for every person. So, it took a lot of time to logistically plan a successful shoot for such a huge undertaking and project.

Additionally, the sheer number of spots created yet another challenge. We had to take the amount of footage, and create 13 independent, different, and equally strong spots. And while we're fully capable of shooting content in Spanish, it can sometimes be difficult to relay the same message in two different languages, Spanish & English, and ensure that it is still effective.

Ultimately, we were able to properly gauge the resources we had, and compare that to the creative that we wanted to achieve. We achieved the creative goals of the project and created content that was exactly what HCC desired. With limited resources, the creative part of the process, and the aggressive deadline, we were still able to achieve an appreciated outcome.



MANAGE



Given the sheer amount of footage that was captured and the nature of the final deliverables, it was crucial to stay on top of the management process. We had raw footage, selected footage, keyed footage, base edits, music selections, voice-over recordings, initial compositing, final visual effects, and supplemental motion graphics. We had to get creative and figure out the most efficient workflow to ensure a smooth revisions process, and ensure we hit the deadline, which was ultra-tight!

We always manage the entire post-production process with the client in mind. This project's challenges were solved by mapping out all elements and processes so that everything would work together, efficiently. We entered the project understanding that client expectations could change throughout production, so we were flexible, but also quick on our feet to go back and tweak the plan to ensure the final results would remain intact. The ultimate solution was a completely custom workflow, adaptable to changes, but just rigid enough to hold everything in place.

With our in-house editing suite, our editors organized everything onto our in-house server, worked the plan, and cranked out revisions on their dual monitor 5K editing bays. With our data asset management (DAM) system, we provided login credentials to HCC, and they could request real-time revisions – anytime, anywhere. Our team worked to expedite a changing scope and still delivered products that exceeded expectations, by the deadline. We also managed direct communication with the broadcast stations for the required commercial specs.

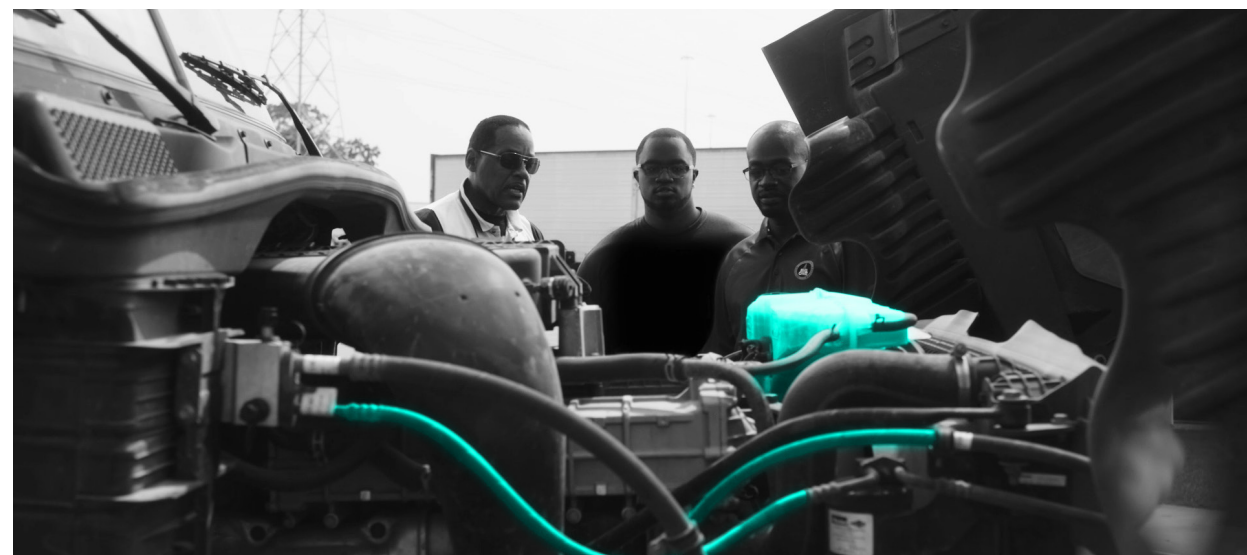
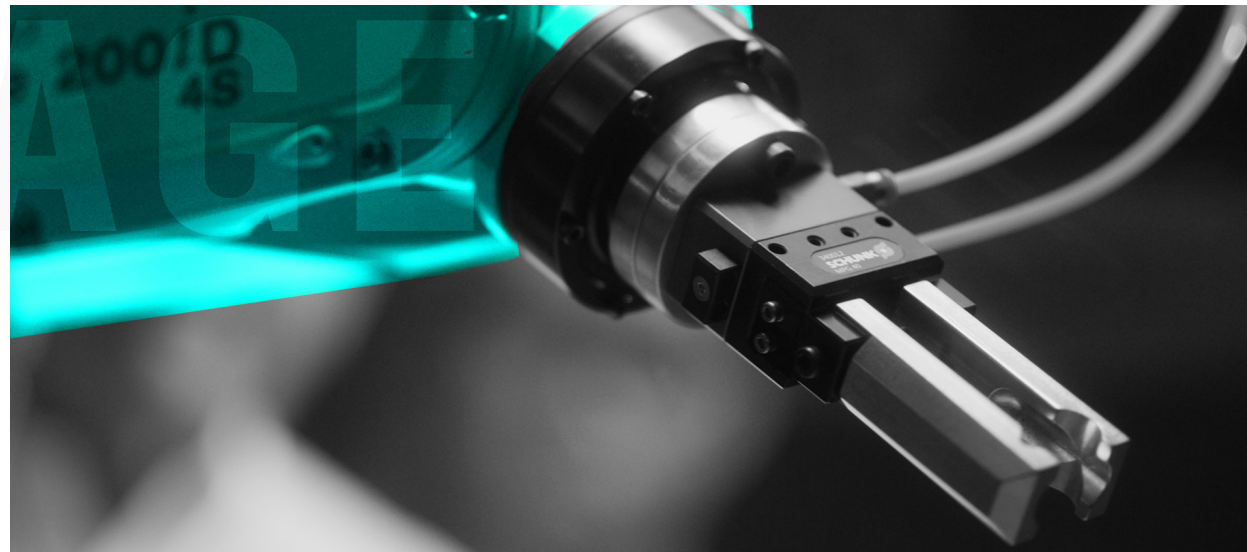
LEVERAGE

The double exposure approach to this campaign truly accomplished all challenges initially presented by HCC. Ultimately, the campaign included 13 videos in two languages. We also took still shots from the footage and provided HCC with high-quality imagery for additional content. Through our content iteration process, we also provided slightly altered still frames for other print ad campaigns.

We also worked directly with the broadcast representatives at each station and provided them with different versions of the final spots, which matched each stations' specs.

The final 13 spots were featured as broadcast commercials, shared on social media, and HCC created a mini-documentary while we were on-set. This resulted in a whole behind-the-scenes campaign, which they showcased on various social media platforms and accounts.

Since the completion of this project, some of the content has changed in the videos, and we continue to make revisions for the living videos on their site.



VIDEOS