



**Award Designation and Category:** SILVER Business-to-Business

**Campaign Title:** Realise Your Vision

**Year the campaign took place:** 2020



**Brand:** Sohonet

**Creative Agency:** The Croc

**Media Agency:** The Croc

**Media Company:** Dirty Films

**Research Company:** n/a

**Additional Affiliated Companies:** n/a

### **Summary of the marketing challenge, methodology, insight discovered, creative execution and business impact.**

When the pandemic hit, the filmmaking sector was plunged into crisis with an entire industry searching for a way to make the show go on. Streaming encrypted video to any device, anywhere in the world, Sohonet's ClearView software brought teams back together with an 'over the shoulder' virtual editing experience that disparate productions relied on.

The problem was, market-share was low, and filmmakers are notoriously sheeplike when it comes to adopting new technology, only trusting the industry standard. We needed to build fame with this discerning, often tricky audience.

Through research, we discovered that filmmakers have to be excellent collaborators in order to get productions over the line and the pandemic was stifling their progress. Our campaign needed to prove how ClearView allowed filmmakers to continue bringing ideas to life through collaboration at every stage of the production. To do this, we created



a rich, cinematic campaign; Realise Your Vision, which dramatizes how Sohonet helps producers stay true to their vision for the project.

The campaign generated a sales pipeline of £4 million, as well as new clients including Disney, Amazon Studios and Netflix. We even helped Sohonet pick up an Engineering Emmy along the way.

### **Consumer Insight**

Filmmakers trust many people to bring ideas to fruition, but when collaboration becomes difficult, they also need to trust technology.

### **Marketing Challenge**



With the entire film industry set to contract by a record 5.6% in 2020, everyone involved in the production process suddenly found themselves working from home – in different corners of the globe. Sohonet’s ClearView software had the solution. The remote collaboration tool offered a way to keep cameras rolling through lockdown restrictions. This meant that now, directors, editors, production managers and producers could get together to share an “over the shoulder” experience, working as if they were in the same room.

The main challenge was a very low percentage of the market were using the product, and competitors like Evercast and Frame.io were stealing share. A lack of brand building and a reliance on sales activation in recent years meant there was little demand for ClearView and target audiences were fatigued by product-focused messaging.

Without ClearView usage on major productions, industry decisionmakers wouldn’t consider adopting the technology. This truth applies across the whole industry; from camera equipment through to editing suites and even film studios, if it’s not industry standard it’s deemed not good enough.



## **Methodology**

### Research

Our research showed advertising used in the film technology category was extremely functional, drowning in 'faster, better, cheaper' messages from the competition. This approach didn't make sense for Sohonet's audience, and it was clear there was an opportunity for them to cut through by appealing to the emotional side of filmmaking.

We interviewed industry experts including Technology (IT Managers, CIOs), Business (Directors, Producers) and Craft (Editors, VFX Artists) roles and discovered they all shared common opinions; they agreed that productions were becoming harder to manage and more expensive because teams couldn't work together in real-time, and this was impeding creative output. They needed a solution, but for them to adopt technology it had to be proven on the best productions.

### Insight

Working together is crucial for filmmakers for productions to flow effectively and ideas to be realized. They needed a solution that allowed them to get back to a collaborative way of working.

### Proposition

'Realise Your Vision', is born of the ambition to stop at nothing to bring ideas to life. Sohonet makes filmmakers a promise; that no matter your vision, ClearView enables you to realise it by allowing creative to excel and productions to flow.

### Planning

The audience mostly hadn't heard of ClearView so we needed to create distinction in the market and build trust. We decided to build fame and word-of-mouth through an industry-wide demand-gen campaign, led by emotional, cinematic content that appealed to the audience. Secondly, we needed to meet the varied needs of different roles across the production. To prove the value against these contrasting challenges, we needed content featuring key players in prominent positions within the industry to provide a diverse range of perspectives to different roles.



We created a framework that balanced brand building and sales activation activity, taking a far-and-wide approach to driving awareness at the top of the funnel, and nurturing this engagement with educational, job-specific content. From this, we would generate both industry fame and customer opportunities to start the sales conversation.



## **Creative Execution**

Immersing the viewer in a stunningly cinematic Japanese skyline, our hero film features an enigmatic woman flipping a coin, instantly placing you in the world of narrative cinema. The coin flip provokes the action to flow in reverse and we travel back through the filmmaking process – via the inside of a camera, out of the mixing desk, into the colour grade suite and so on – showing how ClearView is integral to every stage in making a vision reality. Shot in two locations, all content was made from concept to execution in just four weeks, under lockdown restrictions, and on minimal budget. Supported by a series of beautifully crafted interviews featuring cream of the crop film-industry talent, from The Mandalorian producer James Blevins to Oscar-winning sound designer Nina Hartstone, our holistic branded content suite combined credibility with craft to breathtaking effect.

We had a media budget of £380k which was used to served films on Instagram, LinkedIn, Twitter, YouTube, Display and Programmatic. We increased product perception off-the-bat via these channels and conditioned the industry about the importance of upholding a creative vision, whilst continuing the campaign message via PPC to users showing intent for Sohont solutions. We also used this budget to work with influencers who used ClearView to bring creative visions to life with their YouTube communities. Once invested, users were galvanized via the content suite and retargeted with bespoke articles around their particular skill set. Nurture continued across the mix, encouraging a conversation with Sohonet to test ClearView for themselves, seeing how it could help them to realize their own vision, whatever that may be.



## **Business Results/Lessons Learned**

The Realise Your Vision messaging was communicated at virtual events such as the HPA Tech Retreat, the ClearView Pivot Launch event, a Post Super WFH Workshop, SIGGRAPH (virtual sponsorship), ICA Mixer/ Panel, DPP/MESA/HPA trade events and workshops, and a VFX Society remote working event.

The campaign was expanded as more creatives started working from home. Sohonet offered ClearView Flex streaming options to match slower consumer internet connections. They deployed 'super low' bit rates for those in extremely challenged environments and scaled out the infrastructure to support 15 viewers as the norm and allow up to 30 viewers in a multi-hour session to meet the changing work habits of creatives working from home during the lockdown. In September 2020, they launched a 'lite' version of ClearView Pivot (Pivot Lite). The purpose was to support high-quality review from home. Pivot Lite could be installed as a receive-only alternative to a standard Pivot box. Pivot Lite is also network agnostic and can be run over lower bandwidths to support review from home.

The same month Sohonet announced ClearView Flex support for 5.1 surround sound for Apple TV and for 10-bit colour depth on supported platforms. Both features were deployed to improve the remote collaboration experience for all media professionals.

On 8th October 2020 Sohonet won an Engineering Emmy for advancing remote collaboration tools with ClearView Flex. And in March 2021 was awarded a 2021 Lumiere Award from The Advanced Imaging Society for its groundbreaking ClearView Flex product.

Through an industry-decimating pandemic, our finely balanced blend of brand and performance marketing delivered exceptional and sustained growth, with a sales pipeline of over £4 million. Recent sales to the world's biggest and most prestigious production houses including Netflix, Amazon, and Disney, and an increase of 73% to the average order size are a testament to our strategy and campaign.

From firmographic targeting, through display, to competitor-split search messaging, the campaign proved a powerhouse for development, increasing



revenue between Q1 and Q4 2020 by 26%. Supported by direct lead gen field copy, alongside direct targeting based on Interests and Skills, even reactive geo targeting in cities across the globe, the leads kept flowing in.

Diverse Video Retargeting helped us avoid fatigue, while constantly adjusting audience sizes improved frequency, boosting our overall conversion rate. Sohonet was rewarded by winning an Engineering Emmy for ClearView and renewals shot up by an unprecedented 24%. Our cross-platform, mixed media strategy, supported by a stunning campaign, helped keep cameras rolling, helping production companies and Sohonet alike beat the pandemic.