

**May the
film be
with you!**



A short film can go a long way in communicating with your internal audience



Walt Disney knew a thing or two about the power of film to engage an audience, which is clear from his small army of 26 Oscars. And there can't be many people in the western world who haven't grown up with his characters and been influenced by his stories.

The power of the moving image to capture the minds of an audience is undeniable. And in a time where employees get more frequent and varied communications than ever before, **film can be a surprisingly cost effective way to engage with your internal audience and achieve your objectives.**

Things have moved on a bit from the CEO sat in a chair reading from the autocue, apologising for not being able to make it in person. Film is arguably the medium which can achieve the best results when it comes to changing behaviours or mindsets – operating on an emotive level which other media cannot reach.



“Of all of our inventions for mass communication, pictures still speak the most universally understood language.”

Walt Disney

“I’ll be back”

When brands communicate with consumers, they engage with them on an emotional level, using messages that resonate. The results are connections that form a tight bond between brand and consumer. Some TV and cinema ads become mini feature films in their own right – think of Baz Luhrmann’s epic Chanel commercial starring Nicole Kidman or Jonathan Glazer’s ‘Surfer’ ad for Guinness.

However, when it comes to communicating with an internal audience, the messages are often dry, rational, corporate and, well...dull. Film done right can help to engage with internal audiences in a way that helps them feel something – as well as disseminating important information.

Whatever style of film is used to engage employees, done well it can motivate, inspire and educate. A medium that can achieve all this whilst also entertaining is an extremely powerful and effective method of communicating new ideas, brand values and company objectives. It will be sure to keep your employees coming back for more.

“Go ahead, make my day”

Your internal audience, just like any other, is film savvy. There are more and more television channels and ways to view content at home, on the move and even whilst at work. This has had both positive and negative effects on the power of the medium. People have become much more discerning – demanding quality when it comes to their company’s business films. But on the upside they inextricably understand the language of film and are able to assimilate key messages quickly. However, their attention span has lowered, so every part of the film has to be well constructed, motivating and add value to avoid the audience channel hopping.

“Wait a minute, wait a minute. You ain’t heard nothin’ yet”

The number of distribution channels for film is constantly growing. Through the wonders of modern technology we now receive moving footage in almost every aspect of our lives – we almost have to opt out rather than opt in! And the capability of intranets, mobile phones and laptops has ensured that this also extends into our working lives. This is an opportunity that’s not being taken advantage of nearly enough in internal communications – and many companies are clearly missing a trick.

Film works extremely well for advertisers and marketers, who wrap their messages around all of us as consumers, ensuring their brands get under our skin and into our subconscious. And companies can utilise many different channels internally to achieve similar results with their colleagues:

- Your own dedicated channel on YouTube
- Hosting videos on your internal servers for confidentiality
- Embedding film in your intranet
- Sending viral videos by email
- Plasma screens
- Desk dropping a personal DVD to each employee.

These are just a few examples – there are countless ways you can reach your audience with this medium and constant innovation in this area provides new channels all the time.

“ET phone home”

The advent of YouTube and video on social media sites has led to a huge resurgence in interest in film as a format for communication. It also has opened up the debate between the merits of self-generated content vs professional. And when using film for internal communications, a distinction must be made between when amateur film can be used effectively in a business context and when a professional approach is necessary.

There is undoubtedly room for both approaches. A well thought out campaign, based on self-generated amateur films from employees for employees, could be more effective in certain situations than a highly polished glossy professional film. But the key messages and audience should be the determining factor when deciding which option to take to ensure success. ET would be spoilt for choice these days for ways to communicate with ‘home!’

“Oh Jerry, don’t let’s ask for the moon. We have the stars”

There are significant environmental advantages gained by using film over more traditional forms of communications such as print. Increasingly, employees need to be reached remotely and film provides an excellent vehicle to achieve this. Webcasting is now widespread as a method for communicating business critical messages, to a large and geographically disparate audience. Either live or on demand, it provides as personal a touch as possible without the need for anyone to travel. And depending on the IT provision available, a live Q&A session also adds value and can replace the need for face-to-face meetings, whilst adding an element otherwise lost through teleconferencing.

“Elementary, my dear Watson”

You don’t need a Hollywood size budget to make movies which deliver your internal comms messages. You don’t even need stars like Brad Pitt and Angelina Jolie in your contacts (although we’d like an introduction if you do). And you don’t need to hire the Odeon in Leicester Square to show your films – although I’m sure we could sort something out if that’s what you’re after...

What you need are the insider tricks of the trade for creating audio visual content that informs, engages and motivates in equal measure, creating interest that’ll keep them coming back for more!

For an informal chat about how we can help use film to engage your internal audience – get in touch at www.woodreed.com, email hello@woodreed.com or call on 01892 515025

Here's a challenge

Can any of you film buffs out there tell us what films we got our sub-headings from? Email hello@woodreed.com with your answers.



We'd be really flattered if you want to use any of the material used in this thought piece, the only thing we ask is that you credit us. If you decide you want to use it externally, then we'd be really grateful if you could have a little chat with us about it first.

