
Category	Production Company of the Year
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Name of organisation

Visual Domain

Name of client / brand (if applicable)

Name of campaign (if applicable)

Name of other organisation/s to be credited (if applicable):

In no more than 2x500 words please set out two case studies of work carried out during the judging period. Case Study 1

Web Series - REA (realestate.com.au), 'Three Birds' We gave the REA lifestyle fans what they wanted; engaging, personable and digestible content. 'Three Birds' instantly resonated with the REA audience.

The 8 part series follows Lana Taylor, a former marketing manager for personal care brand Dove, Bonnie Hindmarsh and Erin Cayless as they renovate and flip properties in their unique "mum next door" approach.

The online series has significantly contributed to REA's success as an online destination for anything home related and its Lifestyle channel has attracted more than 6m visits and reached 6m Australians on Facebook with numbers that continue to grow.

We structured the series to achieve a number of key objectives:

- Build REA's digital presence through multiple web series and daily social media content
- Develop an emotional connection with 30% of Australian Property Owners who identified themselves as property improvers and daydreamers searching for inspiration
- Transform realestate.com.au from a property portal into a prominent digital content publisher
- Demonstrate realestate.com.au's ability to reach all Australians

It has been realestate.com.au's most successful video series ever, achieving results of over 500,000 video views, over 200,000 article views and over 8 million people reached on Facebook. The success of the first series of Three Birds has been just the start of a partnership with REA creating unique lifestyle content.

Our series highlights have included:

Three birds, Lanas forever home

- Biggest renovation for the series to date
- Most popular online web-series with REA
- Over 8 million reach
- 9 Episodes in total + sponsor videos

Three birds, Rivershack

- Currently online and is a massive success
- Most viewed teaser for Three birds with over 250,000 views across 2 platforms

As supporting material, you may supply up to five examples of the work. For images (jpegs), audio (audio files) or supporting documents (word doc or PDF), please drag and drop files into the box provided below (each individual file uploaded must be no larger than 5MB - max 5 files).

For all videos of the work in question, please supply the link (YouTube or Vimeo link) in the below fields (one link per field - max 5 links).

Case study 2

Personalised Video - Amnesty International DonorWe were excited to work with Amnesty as the first not-for profit to utilise personalised video technology in an engagement campaign to showcase donors what their donations have helped to achieve.

The personalised video platform allowed Amnesty the ability to create video content with just a few clicks and even personalise them. Once set up, the videos from the platform could be created in seconds, providing relevant, timely and valuable information to any individual who receives them.

The personalised messages were sent via email as Amnesty International's way of saying thank you to its members for their ongoing support, and to share what they've been able to achieve together.

Segmented by active donors, recently reactivated donors and lapsed donors, the campaign featured six different humanitarian campaigns spanning from pre 2006 to 2016.

Each donor received three hand-picked stories in their personalised video, with a total of 62,000 unique videos generated. Their stories were collated by utilising each donor's web history and identifying the causes they were most passionate about which was included in the video alongside their name and in some cases the amount they contributed.

Results from Amnesty International's personalised video campaign:

- Click through rate increased from 5% to 25%
- 70% view rate from people who visited the landing page compared to the non-profit's baseline of approximately 21%
- Video completion rate jumped from 7% to 31.9%
- Conversion rates also saw a rise where the typical conversion rate for EDMs sit at 1%, while this rose to 3% for lapsed members

Amnesty International Donor Loyalty & Retention Coordinator, Mila Styran, said that Visual Domain were able to help them attain outstanding improvements from their previous EDM campaigns by taking a personalised approach.

"We were able to achieve a significant improvement in results by using personalised and dynamic video content," said Mila.

Previous open rates for Amnesty International emails were around 27% but Visual Domain's personalised strategy saw this number grow to a massive 70%.

Mila explains that working alongside an cutting edge company such as Visual Domain is a rare and valuable opportunity for charities. *"As a not-for-profit organisation, we don't often get access or opportunities to work with advanced technologies and solutions available on the market."*

"The team at Visual Domain were so enthusiastic and approachable to work with, to help us find a solution that met our organisational and project needs."

Mila also said that the campaign proved to be both enjoyable and popular among supporters. "Not only was it an interesting and fun project to work on, but it also received positive feedback from Amnesty staff and most importantly, from our supporters who enjoyed their own personalised videos," said Mila.

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In no more than 500 words, explain the company's achievements during the year including details of commercial performance, challenges overcome, new ways of working and other relevant information. Where applicable, you may provide a link to a sizzle reel of no more than five minutes' duration.

With our 10th birthday this year, Visual domain are aligned with the goal of making video accessible for everyone - with many of our founding customers still with us today. We're a full scale production house with a team of 100 talented creatives Australia-wide, managing the process from start to finish

with an average of over 300 projects every week. Our in-house capabilities cover all elements of video production, including strategy, filming, voicing, lighting, graphic animations, editing and music.

The key to our success is people. People with passion for video.

Last financial year, Visual Domain worked with a total of 547 clients, producing 5887 videos not including the 500k unique videos created from the personalised video platform. Visual Domain's extensive client base includes brands such as NAB, Telstra, Bupa, FFA, REA, Mercedes Benz, Seek, News Limited all the way through to not-for-profit charities, SMB's and startups. Our clients continually come back to us for their projects, last financial year 70% of our clients created more than one video project with us.

Our top 3 clients showcase not only the breadth of industries we cover but the large scope of work we completed for each of them in the last financial year. **Highlights:**

FA Group

- 6 Online TV Series
- 5 Weekly Social Media Videos
- Personalised Video Platform
- Live Streaming Interactive Training Series
- Internal Communications
- New product launches and events

Total: 463 video projects

NAB

- Internal series including Masterclass, People Leaders and NAB Talks (same day turnarounds)
- Invention of Nabbytes (now a part of internal NAB culture)
- NAB Digi Week Live Streams
- Multiple product, case studies and event launches

Total: 327 video projects

**'A (Football Federation
Australia)**

- TVC for Aldi Socceroos
- Editing the award winning You Gotta Have a Team Campaign
- Grand Final Highlights - over 40,000 views, filmed and delivered within 6 hours
- W-League content
- Social Media Recruitment Videos
- Grassroots Socceroos family series "how to play"

Total: 263 video projects

Visual Domain's revenue has grown by 115% in the last 4 years, with an average video cost of \$1000 the size and scope of our business starts to take perspective.

One of the biggest challenges we've overcome and keep striving for is growing ahead of technology and creating a process that makes video fun and easy for customers. Our video management platform enables us to streamline the process from start to finish, including a dashboard for clients – ensuring that our projects are delivered as quickly as 48 hours after a shoot.

We are constantly developing our capabilities in technology and innovation and adopting new production methods, the digital world never stands still, and neither do we. In the past 12 months, Visual Domain have invested over half a million dollars in technology and innovation that will help increase operating efficiencies and provide our customer with unique one of a kind products and services.

Even with this investment, our customer base and profit continues to grow every year and we believe we're just getting started!

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[Download File:Mumbrella 2018; Production Company of the Year - Commercial.pdf](#)

For all videos of the work in question, please supply the link (YouTube or Vimeo link) in the below fields (one link per field - max 5 links).

<https://youtu.be/276SEMvpmGU>

Please upload an EPS file of your company logo (files must be no larger than 5MB)

[Download File:BLACK_BLUE-RGB.eps](#)

If i am successfully shortlisted, I agree to a face-to-face session with the Jury on May 23, 2018.
Please ensure that this date goes into the appropriate calendar now, as inability to present will disadvantage the team.

Yes

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