

# Power of Video Communications Coupled with Calming Creative Strategy

A cinema verité video shooting style, coupled with natural light and ambient sounds, was used to reinforce the desired calm, natural ambience of a new direct marketing video and TV spot created by Fifth Story.

According to the Content Marketing Institute's 2014 B2C Content Marketing study, 72% of B2C communications professionals use online videos as part of their content marketing strategy. They know that Canadians rank second worldwide in terms of online video usage, and that they spend more time on websites with streaming video, sharing favourite clips regularly with friends, family and online social circles.

Not surprising then that a leading brand and marketing agency would develop a new video-based advertising campaign combining the wide reach of television advertising, the power of social media, and the audience identification factor created with

the on-camera help of a celebrity endorser.

Fifth Story, a Toronto-based content marketing firm, created a 30-second direct-response television spot on behalf of Natural Calm, a top nutritional supplement brand in Canada.

Fifth Story brought to the table its more than 30 years experience in the media industry; the company was founded in 1981 as News Canada; new owners and new creative teams helped build the company and expand the company over the years, adding digital and online skills, media measurement capabilities and in-house production assets.

The company rebranded as Fifth Story last year.



Sitara Hewitt, well known for her starring role in CBC's award-winning *Little Mosque On The Prairie*, brings an organic feel to her role as Natural Calm's brand ambassador.

This new campaign and the scene-setting Natural Calm spot features Sitara Hewitt, Natural Calm's brand ambassador, best known for her role in CBC's award-winning *Little Mosque On The Prairie*.

Additional content and digital media assets created for the project include a Fifth Story produced 30-second public service announcement (PSA) television spot for Organics 4 Orphans that also features Hewitt., and a re-edited TV spot rolled out online across social, media and streaming video sites.

"We've had a long and successful run with a commercial featuring the company's co-owner, Linda Bolton, which has paid considerable dividends in terms of raising both awareness and sales," described John Halbert, Vice-President of Operations at TOP Nutritionals. "However, earlier this year, we felt that it was time for a new commercial, different from what we had done in the past, one enlisting the help of a celebrity. In Fifth Story, we found the perfect blend of creativity, production excellence and cost-effectiveness," he added.

Stephen Stanley, Fifth Story's Creative Director, described some of the shooting strategies and styles, noting first that the DoP for the 1080HD spot was Sarah Thomas Moffat.

"Sarah has a strong nature-documen-

tary background and we felt that she would be perfect for what we were trying to capture in this piece. She did not disappoint," he said.

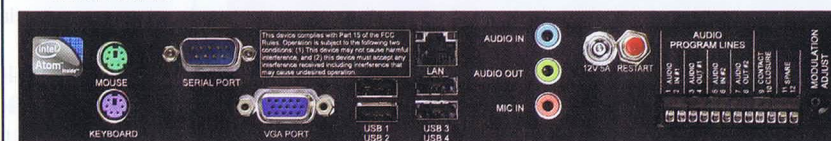
In discussion with Stanley, Thomas Moffat reviewed plans for the look and feel of the spot. Words like "flow" fit right in with

## CAP-CP DECODING FOR CANADIAN BROADCASTERS

### FRONT PANEL:



### REAR PANEL:



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Fifth Story worked with DoP Sarah Thomas Moffat who brought "a strong nature-documentary background" to the look and feel of a product promotion and brand awareness commercial campaign.

the product, so she worked to create certain looks and emotions in camera.

Working with her Canon C500 Cinema EOS camera – capable of 4K, but also 2K and 1080HD – to handle the high contrast shooting scenarios, she worked handheld, from the back of a hatch back car, and with the camera mounted on a jib arm, so the shots float and flow gently during Hewitt's on-camera line delivery.

She used a cinema verité style to capture Hewitt enjoying her life in a natural environment, and sharing her personal experience with Natural Calm. The natural light and sounds were used to reinforce the calm, natural feel of the spot, and the lighting was saturated to be even more inviting and inspiring.

All production and post-production is handled in-house at Fifth Story, Stanley added, and the producer on this project was Ellen Heron Howell and the editor was Jamin Tabarez.

As well, while Natural Calm did have a jingle written for them a few years back and wanted to maintain the flavour of that song for the current campaign, Fifth Story staff worked with the composer to re-orchestrate the track and give it a "more earthy organic feel."

With a re-recorded ukulele replacing an acoustic guitar track, and some tracks of island-influenced rhythm and percussion being removed, the client was extremely happy with the new sound and feel.

Airing last fall and this winter, Natural Calm's television strategy to generate mass exposure for the brand, engaging Canadian consumers by fostering a sense of health and wellness, and driving brand preference by emphasizing the company's corporate social responsibility (CSR) policy – TOP Nutritionals donates all profits after business expenses to Organics 4 Orphans, the company's charity, which focuses on helping orphans in Africa.

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