

CASE STUDY

A spectacular result at the first time of asking

Take the world's fourth biggest construction equipment manufacturer, introduce their very first UK Marketing Manager into the mix, add their first film and stills commission in the UK and you have a recipe for high expectations.

SANY UK & Ireland are relative newcomers to the UK construction market. The brand is disrupting the notion that high quality machinery cannot be purchased at a modest price. The SY18C Mini Excavator was chosen as the first machine to benefit from a film and gallery of images to promote features and benefits. Drawing on our extensive experience with construction, we didn't have to dig deep to unearth a solution.

A two day shoot meticulously storyboarded for the film and mood boards created for stills photography. Our location was a busy housing development site on the outskirts of Glasgow, the main challenge we faced was doing our thing with cameras and drones without getting in the way. We always tread lightly on other people's ground, this way you get to go back.

As true vehicle experts (and enthusiasts) we understand how to articulate key features using dynamic angles and punchy captions, whilst keeping the pace of the film at the right tempo. We also know how to capture and retouch a vehicle image so that it snaps, crackles and pops. ■



"Great to work with, very personable, accommodating, kept to the brief but also added their creative input along the way. We were more than happy with the results; I'd have no hesitation in recommending Greensquare."

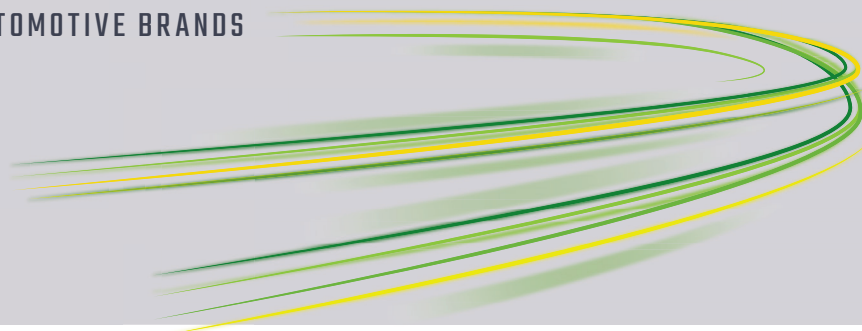
CHARLEY BRIGHT - MARKETING MANAGER, SANY UK & IRELAND



Whatever the vehicle type, we use our unique expertise and experience in the sector to help automotive brands activate awareness and accelerate sales.

For a consultation contact Phil Westwood:
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DRIVING AUTOMOTIVE BRANDS



greensquare®

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