

**TRUE STORYTELLING,
TRUE CINEMA**

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CORPORATE CINEMA AGENCY



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TRUE STORYTELLING TRUE CINEMA



That next corporate film you're thinking about. Will it try to push your message by bragging and promising? Or will it use the power of true storytelling to touch hearts and change minds?

We know the right answer. Storytelling – true storytelling – is the key to successfully get your corporate message across. Well-crafted stories that move, inspire, convince, entice, transform. Stories that help people see the world through your perspective. And let them connect with your message on an emotional level. When you do it right, there's nothing more powerful.

Finding that perfect story though, and connecting it to your corporate message in a meaningful way, that's the challenge. And that's where our **true storytelling** method comes in, our approach to the creative process. It's a way of telling stories and bringing them to life cinematically that creates a proven emotional connection with audiences. Our method is based on extensive story-mining research and thorough narrative development. Uniquely tailored to your specific needs and wishes.

But first, an introduction..

FILMMAKERS AT HEART



With 1Camera, you're in good hands. Because we just love creating startling, beautiful and engaging corporate cinema. And we have been doing that successfully for clients across the globe since 2008.

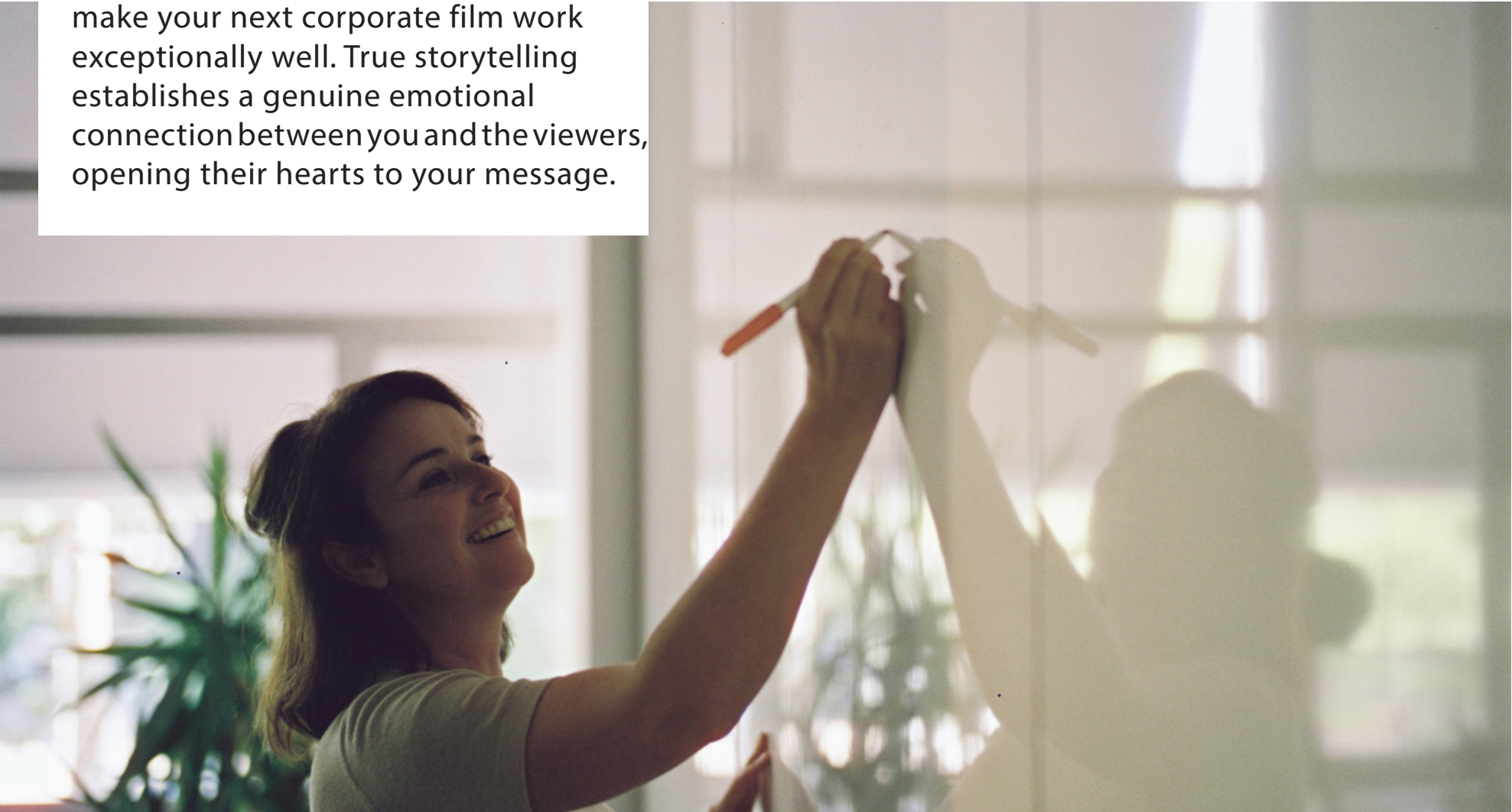
When Jasper Claus founded 1Camera, he had studied film in New York and had been commissioning editor at MTV Networks. So, creating his own film company was a logical next step. Only short after, Jasper's university friend Paul Keur joined the team and took on the role of Managing Partner, employing the knowledge he gained working at Heineken. They took a big risk. They chose to focus on premium corporate films. At that time, this was still a niche approach. In the end though, their gamble paid off. Not long after, online video skyrocketed and gradually became a prominent medium in corporate communication.

It was the start of an amazing adventure, leading to continuous growth and a world-class team of creatives, producers, and editors. On top of that, 1Camera's relentless focus on true storytelling led to films that became award-winning touchstones in corporate cinema: The Story of Milk for FrieslandCampina, Unsung Heroes of Science for DSM, 30 Harvests for the USFRA, and recently Sustainable Living, Together for Achmea. Maybe your corporate film will be next in line.

So, let's see how the true storytelling method works.

OUR METHOD

Our true storytelling method will make your next corporate film work exceptionally well. True storytelling establishes a genuine emotional connection between you and the viewers, opening their hearts to your message.



1. Commitment to True Storytelling

As you can imagine, this calls for a unique process, quite different from what you may be used to. If you want true emotional impact, we first need to check if you are ready to embrace our method. That means accepting that factual details about your company will be kept to a minimum. It also means the story itself will be much more prominent than your corporate message – ideally, it's a 90/10 balance. And that your film should embrace the negative as well as the positive. Because without characters overcoming obstacles through struggle, there is no story – and no emotional connection to your message.

2. Strategy development

Now we can start. The first phase is dedicated to extensive message and insight research that will lead to the strategy your film will employ, and what considerations we need to incorporate in the development of the film. In this phase, we land on crucial aspects like audience profile and strategic objectives. We also develop a general idea of the message you want to convey. And most importantly, we figure out what your audience will experience as 'true'.

3. Story research

Then, we start the story research phase. Usually, the research extends to outside of your organization: the internet, news media, our own archives and experiences, books, films and documentaries, and on location. This process leads to a solid concept that outlines the story and how it leads viewers to the message. A script is then developed based on our research, free of cliches and melodrama and grounded in reality.

4. Production

In the production phase, we create gorgeous cinematic imagery and immersive sound to tell your story in the most attractive and exciting possible way. This usually means we hit the road and film on location, but for animation, the production process take place behind computers. The team can vary from a single camera journalist to film an event to a crew of thirty people for larger productions.

5. Post-production phase

In post-production, our editors combine footage and sound in creative ways, optimizing the film for the strongest emotional impact. After we screen the first cut of the film, we move on to optimizing it together with you, which includes creating all the necessary spin-off content, tailored to your channels. And then your film is ready to be sent out into the world. To move, inspire, and convince people. To become one of your success stories – and one of ours.

OUR SUCCESSES



We have so many success stories to tell. About small, intimate CEO portraits that made a huge impact on employee morale. Event films that captured an important company milestone for next generations. And large-scale cinematic productions that changed the way people see an entire sector. But we'd rather let the films speak for themselves. **So let's see some examples.**

OUR SUCCESSES



Sustainable living together.
The Achmea way.
ACHMEA



30 Harvests
USFRA



Unsung heroes of science
DSM



The story of milk
FRIESLANDCAMPINA



A new day
FRIESLANDCAMPINA



Hans Wijers leaving
AKZONOBEL

CLIENTS AND AWARDS

We are extremely proud of the impact our films make. But don't just take our word for it. Read what our clients have to say. And take a look at some of the awards our corporate films have won over the years.



CLIENTS AND AWARDS

“ | ROBERT MCKEE - HOLLYWOOD STORYTELLING GURU

Watch DSM's mission-focused storified video *Unsung Heroes of Science*

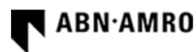
“ | STACEY TANK - CHIEF TRANSFORMATION & CORPORATE AFFAIRS OFFICER - HEINEKEN

I am so impressed by what 1Camera has delivered. The artistry and creativity was incredible!

“ | FEIKE SIJBESMA - FORMER CEO - DSM

You guys have delivered excellent work. With passion. Thanks and compliments.

[SEE MORE](#)



LET'S HAVE A CHAT

At 1Camera, we're interested in your stories. And we love to dive right into your corporate culture, challenges and successes. But of course, we first have to know if we are the right match for you.

That's why we offer a free, 30-minute introductory call with Jasper or Paul to get to know each other. See what clicks and what doesn't. And get a bit of insight in each other's work and lives. Want to schedule a call? Perfect! To prepare yourself and get the most out of the call, we need you to prepare answers to the questions on the following page.



LET'S HAVE A CHAT

The 5 essential questions:

1. Are you willing to commit to our true storytelling method? Are you able to accept that factual details about your company will be kept to a minimum, the story itself will be much more prominent than your corporate message, and your film will embrace the negative as well as the positive?
2. Can you describe your biggest communication challenges right now? And why are you considering storytelling to tackle those challenges?
3. Can you tell us what impact your new film ideally should have? What should it change in the minds of viewers?
4. What is the message you need the film to convey?
5. Can you describe your target audience? And are there time and budget considerations we should know about?

Thanks! Now we're off to a good start.

If you haven't already, then plan your free

PLAN YOUR 30-MINUTE CALL

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