

# BRAND IDENTITY

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Strapline suggestions

# TOP 6 PROBLEMS PEOPLE FACE WHEN ORGANISING A VIDEO SHOOT

1. Cost of sending crew overseas (money/budget)
2. Time needed to find talented crew (time/quality)
3. Meeting short deadlines (time)
4. Time needed to trust new crew (time/trust)
5. Managing payments and other administration (convenience/hassle)
6. Organiser not having enough time (time)

# TOP 6 REASONS WHY PEOPLE HIRED ACREW4U

1. To get good quality crew (quality)
2. To save time (time)
3. To meet short deadlines (time)
4. To reduce risk (trust)
5. To get help with planning (trust/expertise)
6. To get good advice (trust/expertise)

**BUT ABOVE ALL**

**“Because they are easy to deal with”**

# IN SHORT, PEOPLE WANT:

1. A company that's **EASY** to deal with
2. A top **QUALITY** crew with the right **EXPERTISE**
3. A company they can **TRUST**
4. To save **TIME**

# tone of voice

A highly professional organisation, ACrew4U provides an intimate service that holds the hands of its clients, whilst providing world-class video production crew.

ACrew4U is not pretentious. It deals mainly at a very down to earth level, with the remit of getting the job done to the highest possible standard whilst keeping things simple and on schedule.

ACrew4u knows that there is a time and a place to spout 'jargon' – mainly when in a more corporate setting – but this is an example of its professionalism, not necessarily its main personality trait.

**In conclusion, as a baseline, the ACrew4U TOV (tone of voice) should be friendly, engaging, professional and simplistic.**

**HERE WE GO**  
**Primary suggestions...**

## Shooting for perfection.

*Addresses the TRUST issue and highlights the pursuit of delivering QUALITY.*

*Highly memorable, with a slight pun. Also demonstrates that we're not complacent in our approach, and always strive to be the very best at what we do.*

## Because we get it.

*Provides reassurance and taps into the RISK element of arranging a video shoot.*

*Straight forward, with no-nonsense language. Evokes TRUST and rapidly establishes that we are the EXPERTS in the field.*

*You can imagine a Marketing Manager saying: "We just need a company that understands what we need – they need to get it."*

## Enabling action.

*Short, to the point. Dictates that with us it's an EASY process to get a video crew organised.*

*We make it happen!  
No fuss or drama.*

*The strapline is simple because our process is simple.*

*The word 'action' also aligns itself nicely, with the producer.*

## **Your shooting partner.**

*Nothing clever. Not meant to be.*

*A clear statement about what a client can expect.*

*Here to make life EASY, whilst taking responsibility for our actions and providing a heightened sense of TRUST.*

## **We get one shot at it.**

*Highlights the fact that we only get one opportunity to get it right for our clients. Failure simply isn't an option.*

*Bears the responsibility firmly on our shoulders and shows that we understand the importance of getting a project right.*

*This sentiment leads to TRUST, shows our confidence in our EXPERTISE and dictates a sense of urgency - TIME*

## **From click to can.**

*We previously discussed the potential to mention our 'tech' credentials.*

*This strapline shows a SIMPLE approach and the EASE in which someone can get a project off the ground.*

*All wrapped up in a package that saves TIME and delivers a project in its entirety.*

## **Because every project is unique.**

*This strapline is addressing the fact that we have a crew for every kind of project.*

*It doesn't assume any particular need or desire.*

*It provides assurance that we have the client covered in any eventuality – TRUST and EXPERTISE.*

## **An easier way to hire.**

*Hammering home the point that we are here to make life simple – EASY, in fact.*

*Not trying to be clever or fancy.*

*Just states what we're about, whilst making it clear that you come to us to hire crew – nothing else.*

## **Already on standby.**

*Gives the potential client that assurance that we are ready to jump in at a moment's notice.*

*TIME can be slashed, and the mention of the word 'standby' enables recognition of an industry term, evoking TRUST and showing a sense of EXPERTISE.*

## **Be certain.**

*Created to remove doubt in the hiring process.*

*Boldly and assertively demonstrates our confidence in our people.*

*Gives a reason to TRUST us and clearly implies that we have the EXPERTISE to carry out project requirements without error.*

## **When the image is everything.**

*Was considering 'when image is everything', but ultimately, this is about enabling clients to capture 'the' images they demand.*

*It makes this pursuit the focal point, meaning that only the very best crew can make this happen – TRUST and EXPERTISE.*

## **Taking care of your shoot.**

*Written to make the reader feel like they have definitely found the right company.*

*A partner, hand-holder, someone they can put their TRUST in and spend their time on other important issues.*

*It makes quick work of conveying what we are really about.*

**AND THERE'S MORE**  
**Secondary suggestions...**

**On standby.**

A simpler way of doing things.

**Ready in a shot.**

Canned for perfection.

We'll take care of it.

**At your fingertips.**

Globally connected.

From click to shoot.

Global talent. Easy booking.

Reassuringly professional.

Providing certainty.

Making it easy.

Plan. Shoot. Deliver.

Your vision in the can.

You can relax now.

When you need it.

Extend your reach.

Ready when you are.

**You're good to go.**

The buck stops with us.

Because we understand.

Time sensitive. Quality assured.

**Simplicity in one shot.**

**Giving you back more time.**

Your global partner.

**You're ready now.**

We've got you covered.

Shooting across the globe.

All done in one take.

Built on reputation.

**AND FINALLY**  
**What if none of them are suitable?**

**Creating a memorable and relevant strapline is a process.  
Sometimes it can be wrapped up in seconds by one individual.**

**Other times, it can take weeks from a team of creatives.**

**The point is: if you are happy to choose one which really resonates with you, then HAPPY DAYS – we've cracked it.**

**But if not, we're still winning. It means that we can begin to get a clear idea of what it is you don't like. This will be discussed in the feedback.**

**In this event, I will take the feedback on board, and get back to work, writing more suggestions.**

**The trick is to ensure GOOD COMMUNICATION.**

**Call me!**