



creating a new
multi-utility retailer

business love every drop
anglianwater



Craig Stanley Video Helps Anglian Water's Business Flow

Craig Stanley Media Production created a short corporate video to alert customers that Anglian Water Business and Northumbrian Water Group Business had merged to form a new utility company called Wave.

The Wave Joint Venture Project video

The aim of video was to acquaint their business customers with the new operation and its branding. The video was to be launched at an industry exhibition. Brett Fleming-Jones, Interim Head of Marketing, says, "Anglian Water Business is 5th or 6th largest retailer operating in England and Scotland. It merged with Northumbrian Water Group to form a joint venture called Wave, and this short corporate video was the first stage in telling our customers about that."

Shooting the Video

The deadline was very tight. Also, the video would be viewed in a noisy exhibition environment, so the decision was taken to use subtitles and not voiceover or music to tell the story, so delegates walking past could understand what the video was showing. Filming took place in Peterborough and Durham, featuring aerial footage of their corporate offices. This was supplemented by internal office filming and footage of various business sectors; some previous footage from another video Craig made for Anglian Water was also incorporated.

"I can thoroughly recommend working with Craig. He is a master of his art and very responsive and flexible to the needs of a demanding client. He is a pleasure to work with who takes great pride in his finished product, and he is reasonably priced."

Brett Fleming-Jones | Interim Head of Marketing |
Anglian Water Business





Why did Anglian Choose Craig Stanley Media Production

They have an existing working relationship with Craig. They appreciate his prompt delivery. He is always available at the end of the phone, so highly accessible. In summary, he provides a top quality video service, for a reasonable budget.

The Challenges

Tight deadlines happen from time to time, the biggest challenge was making sure that production quality wasn't compromised and that the client was happy with the end result. As well as the short deadline, there were four different offices nationally, and the video had to represent all four equally because there were two companies merging and each needed to have equal treatment.

The Results

Brett continues, "Craig's video output is high quality, perfect length and the video was exactly what we wanted, fulfilling the brief completely. We are highly pleased with the results."

Testimonial

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