

The very biggest brands use



ISS wins several awards for its new corporate film

Peter Ankerstjerne is Global Marketing Director for ISS. Last year, ISS began a project to create a new corporate film that would profile the company in connection with its initial public offering. At the same time, the film needed to communicate the new ISS slogan, »The Power of the Human Touch«.

ISS has been through a major transformation process in over the past few years, a change it wanted to reflect in its brand and corporate image. The decision was made to bring in the new slogan, and to reposition the company via its many employees located at ISS customer companies around the world.

»The film is an important part of our communication with all of our stakeholders, both internal and external, because it does a very good job of explaining who we are. The film puts a face on some of our more than 530,000 employees, and that offers a believable picture of how wonderful ISS is,« says Ankerstjerne.

ISS is one of the world's largest companies, measured by the number of employees, and it is represented in

more than 50 countries. The film was shot on several continents.

»Citizen Dane – the production company we chose for the job – fortunately had a network in nearly 50 countries. That was a real advantage in this production, which had to be made rather quickly. Citizen Dane shot with their own directors in some of the countries, but used its network, which is called the International Quorum of Motion Picture Producers, to film in the USA, Asia, London, and several other places in Europe,« Ankerstjerne added.

»We are very happy with the results. We believe the film delivers a good picture of who we are, and we were impressed with how quickly it was produced. As a small bonus, the film has already won some impressive film prizes in the USA, including a Platinum in the category 'Corporate Image' at the major Hermes Creative Awards.«

Mink and aesthetics

Kopenhagen Fur is owned by its mink farmers, and despite a temporary drop in prices for skins, it is one of Denmark's largest export successes. Nearly all its production ends up in fashionable boutiques in China and Russian. And when Kopenhagen Fur wants to communicate, it often chooses the medium of film.

Kenneth Loberg is Marketing Director at Kopenhagen Fur.

»Film is one of our most important tools to tell our story, and we are nearly always working on one film or another. Most recently we have produced several films with a new partner, Citizen Dane, which filmed for us both here in Denmark and in China.

»I have just returned from our state visit to China, and the film was very well received there. It is the first time we have worked with Citizen Dane – and we are very satisfied. The film supports and simplifies our messages to our stakeholders. And a film





in their communication

of this caliber delivers an immediate and direct signal that this is the level Copenhagen Fur wants to work at. The message just gets through better.

»If I were to highlight just one of the films, it would be the film about our auction. It captures the excitement of our auctions, where on a good day, at least until recently, we can sell furs worth 5000 dollars – per second! And at the same time, the film gives viewers in our main target group – Chinese and Russians – a feeling of how aesthetically beautiful our product really is,« says Loberg.

The Rolls-Royce of film

Lisbeth Frømling is Senior Vice President of Rolls-Royce and spends workdays at her office in England. Her business priorities are Rolls-Royce's quality, safety, and concern for the environment.

»Quality is something that's very important here at Rolls-Royce, whether it means our product or the way we take care of our employees in service and production. If something is important, I produce a pamphlet or a poster. If it is extremely important, I have a film produced. And I have many assignments that are extremely important,« Frømling smiles.

»We have employees all over the globe, and our name requires us to make sure that everything we do radiates quality far beyond the ordinary. That's why we are extremely selective when we choose our suppliers. They should be able to do more than just produce a good film. They should be able to understand and communicate Rolls-Royce. And they should have the guts to disagree with me,« says Frømling, again with a smile.

»In addition, it's always fun to have a few little statues from film festivals on the shelves in my office. But that's just a bonus you get when you work with Citizen Dane,« Frømling concludes.



Citizen Dane at work with Rolls-Royce in Shanghai

Watch the films her:
www.citizendane.com

