



CASE STUDY

Nalco Champion Video Communications



 **POP VIDEO**

01

THE FACTS

Corporate communications are important. Leading-edge marketing communications teams use video to strengthen their communications by providing their customers and employees with dynamic, relevant, engaging video content across all of their touch-points. Nalco Champion is a shining example of a corporation dedicated to this endeavor.

Pop Video has been partnered with Nalco Champion for over two years, guiding every aspect of their video marketing efforts. We've seen them through multiple deep water operations trade shows and helped them achieve company-wide staff admiration for their executives' honorable safety stances. We've slaved over long-cycle, public facing promotional videos, and spliced together short clips shot in the field for expedited meeting requests. We've produced capabilities showcase videos for numerous business divisions, interviewed the entirety of their executive suite, and travelled to multiple countries to gather assets for immediate and future use. Nalco Champion is a leader in their industry in terms of video marketing because they ask questions like, "What can we do to REALLY engage our employees?", "Is this the most effective way to communicate this message?", and "How can we take it up a notch?"

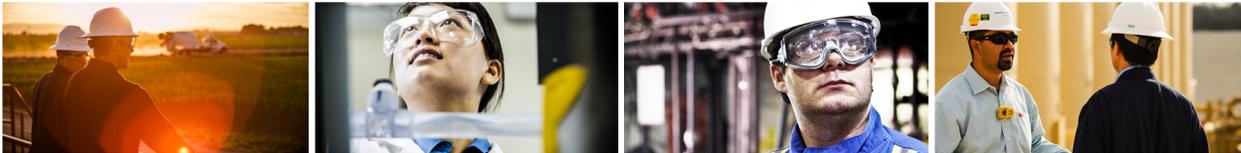
On the next two pages, you'll see various examples highlighting the most effective ways that Nalco Champion leverages video content. These examples provide a diverse overview of their efforts, but are a mere drop in the bucket of video resources that they utilize to keep them on the front lines of marketing communications strategies.



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THE EXAMPLES

PROMOTIONAL



Externally facing promotional video content for the Nalco Champion website. Cinematic in nature, people oriented, message focused.

CAPABILITIES SHOWCASES



Capabilities videos are used to show potential clients that their needs can be met by Nalco Champion. These videos often brag on technological prowess and technical stats.

TRADE SHOWS



Deep Water Operations is a big trade show for Nalco Champion. They are often the key sponsor and have a need for multiple types of videos to be displayed at once. Products have ranged from a client thank you video displayed on a 20ft video wall, to graphics created for both video messaging and booth wrapping needs.

EVENT RE-CAPS



Any event not able to be attended by the entire organization is a candidate for a video re-cap. Presentation and key-note speaker recording, event b-roll, attendee interviews, etc.

03

THE EXAMPLES

BEHAVIORAL EDUCATION



Training videos are very important to Nalco Champion. Behavioral training teaches employees how to deal with common workplace and client interaction situations.

EXECUTIVE MESSAGING



Whether it be a policy implementation, a safety message, the kick-off of an e-learning platform, or a simple corporate culture charge, Nalco Champion's executives will deliver the message via video in a personable, effective manner.

STUDIO TRAINING



Studio spaces are often utilized to get a clean environment in which to capture training content. This is especially effective for lab training where liquids in jars are used.

GRAPHICS



Graphics are a large part of Nalco Champion's marketing communications efforts, and it's important that they always have a consistent look and feel, no matter the platform or video product.