



“A film that is persuasive and bring a story to life”



VIDEO PRODUCTION case study

National Osteoporosis Society

Fundraising video

The objective was to create awareness of the dangers of osteoporosis and to use this film as a vehicle for fundraising - through corporates and the public.

The solution was to script and shoot a new video with personality Maggie Philbin as the link but using osteoporosis sufferers and 3D animations to tell the osteoporosis story.

The finished video was very well received and was successful in helping the NOS to increase awareness and its fund base.

