

# DEVELOPING A BROADCAST READY PRODUCTION IN JUST ONE DAY

Video marketing case study



## BACKGROUND

Offit Kurman is one of the fastest-growing law firms in the United States. Partners Emily Shank and Rachel Mech wanted to cultivate new clients for their family law practice while also demonstrating their empathetic and humorous approach to a challenging field.

We collaborated with them to produce informational video interviews where they answered common questions about hiring a divorce lawyer.

## SOLUTION

We produced three five-minute videos as a pilot for the series. The videos offered guidance on navigating the process of going through a separation or divorce in a casual and upbeat setting. The compelling title, "Marriage on the Rocks," used a play on words to unite the concept of having cocktails to relax and approach the often-rocky subject in a comfortable and casual conversation.

## BENEFITS

### 1. A full-service agency

We supported our clients from concept to completion with:

- An animated logo to brand the series
- Consulting on themes, storyboarding, and scriptwriting
- On-location set design
- Video editing, sound design, and production management

### 2. Innovative technology

We used cutting-edge technology to make the video shoot as efficient and budget-friendly as possible. With three robotic cameras, we needed just one camera operator to produce cinematic visuals. These cameras cut down on labor costs while delivering astounding image quality, color, and depth of field. Streamlining the equipment also benefitted the set – Rachel's living room. We used diffused natural light from nearby windows to maximize space, and fill lights to produce a great shot.

### 3. Support for on-screen talent

A teleprompter enabled Rachel and Emily to breeze through their scripts with ease – reducing the need for retakes. This saved time and allowed our team to focus on capturing exceptional images and content.

## AT A GLANCE

### CHALLENGES

- The desire for new clients
- A limited budget
- Challenging subject matter

### BENEFITS

- Full-service agency support
- Innovative technology
- Support for on-screen talent



"I was extremely pleased by the production quality and it was all taken care of by TalkingTree which allowed us to focus on the content of our discussion."

"TalkingTree convinced us to use teleprompters so we could deliver our lines more confidently. We were nervous having never used prompters before -but after a few minutes it was very natural."

