



prepare for airport security

Client	BAA
Project	146 million airline passengers using BAA's airports annually
Audience	BAA Security Infomercials

Brief

BAA required an instructional film for use in Airport Security Passenger Search areas to relieve the pressure on airport procedures, while also conveying a positive image of BAA security.

Creative Solution

To communicate BAA's security messages to a linguistically diverse audience, we set out to communicate creatively through eye-catching visuals, avoiding the use of dialogue completely and keeping text to a minimum.

We superimposed live footage onto a 3D background which had been created to represent a generic airport environment. This directs audience attention boldly to the security procedures demonstrated, delivering key messages with clarity, while also reinforcing BAA's security branding.

Modular in structure, our film takes into account the security demands of the future. It can be easily altered and re-edited to accommodate changes in legislation or strategy and, thanks to the 3D generic location, different versions of the film can be easily tailored to varying site requirements without the need to re-shoot.

How Effective?

This security video has made a significant impression on the speed and efficiency of airport security checking procedures.

"The film has gone down very well among both passengers and staff. We've had reports of passengers watching the film then getting themselves ready for security as a result. Mission accomplished."

"Cheerful Scout's idea alone added value as it meant we could produce multiple films with different variations from a one day shoot. The treatment also future-proofed the film as updating costs will be minimal compared to a full re-shoot."

"Cheerful Scout are very creative, friendly, yet professional. They have the confidence to challenge the client and make suggestions (in a good way) rather than just going along with what's asked of them."

"Cheerful Scout excel from a technological perspective – equipped in terms of digital capabilities. Great ideas and in-house capabilities make it easy to update things and make amendments."

Janet Robinson, BAA