



two lives are changed forever

Client DOCET (Department of Optometric Continuing Education Training)
Project On the Record (Optometrist-Patient relationship DVD)
Audience All 10,000 optometrists across the UK

Brief

DOCET requested a film to warn optometrists about the risk to patients and reputation if they fail to adopt the correct procedures.

Creative Solution

To deliver this cautionary message with the greatest effect, we set out to shock its target audience and adopted the drama-documentary format to do so.

To create this high impact screen drama, we shot a series of intense interviews with the key characters involved combined with short, compelling dramatic scenes in the form of flashbacks. It's cinematic, engaging and demonstrates with clarity the need for optometrists to consistently maintain the highest standards of professional conduct at their practices.

While producing this DVD, we also made considerable efforts to understand the client's immediate and longer-term needs, and subsequently made our film as flexible as possible. While it is highly effective in its entirety, it is also structured into modules to allow viewers to view the entire film or choice segments.

In addition to the drama-documentary feature, we also proposed and produced extra features for the interactive DVD, including examples of best practice and top tips.

How Effective?

This DVD has now been sent to all 10,000 optometrists nationwide. Because it builds on the award-winning DVDs we've previously produced for DOCET, it was immediately recognised as a vital and valuable tool. DOCET has reported a significant improvement in optometrist record keeping as a direct result of our pertinent screen drama.

Excellent! Well done!

Really impressive. This needs to be a must-see for all optometrists.

I am struck by the way the director has allowed the mood to build...

A clever slow burner that really rewards the audience's patience...

DOCET