

bringing iconic engines vividly to life



Client	Euro RSCG Riley for Rolls Royce
Project	Recruitment DVD
Audience	The DVD has been circulated to young people to advertise Rolls Royce's apprenticeship scheme.

Brief

To create a DVD to motivate young people to apply for Rolls Royce's apprenticeship scheme and generate an increase in applications.

Creative Solution

As part of their campaign to generate increased interest in their business, Rolls Royce had already created much of the content for their apprenticeship DVD. However, to encourage young people to apply for this scheme, the global engineering firm recognised that this video footage required a re-edit to bring it to life with a slick and more contemporary edge.

Working with the existing footage, we suggested an upbeat package featuring highly sophisticated graphics to make the existing content punchy, vibrant and appealing.

We also designed a state-of-the-art menu to introduce the DVD's content. This truly has the 'wow factor' plus a string of surprises designed to excite a young audience and encourage further exploration of the disc.

This menu is based on Rolls Royce's print campaign which features a photo album containing still images of passenger planes, army boats and army aircraft. Our dynamic DVD menu was built in 3D and begins by zooming into a 3D model of the photo album, complete with turning pages. We also created some magnificent and breathtaking visual effects by animating the various vehicles in 3D so that they sail or fly in and out of the album's pages.

How Effective?

The success of this IVCA Gold Award-winning DVD will be measured by the number of units Rolls Royce send out. They have already ordered a record number of discs and initial feedback from the end client praises the Animated Photo Album, the "much improved" Fast Facts and the "breathtaking" 3D DVD Menus.