



finding your kind of people

Client	Allen & Overy
Project	Global Induction Video: "People Like Us"
Audience	New employees and potential graduate recruits

Brief

To illustrate the diversity of people and personalities who make up the global culture of Allen & Overy and to do so using a refreshing new approach and honest style.

Creative Solution

To paint an engaging and appealing picture of Allen & Overy's diverse global culture, we proposed a direct, down to earth video featuring a lively cross-section of employees from the firm's offices in New York, Brussels, Hong Kong, London and Hamburg.

Interviewees were carefully selected to represent the broad range of roles and personalities that make up the company.

To express the international law firm's "work hard, play hard" philosophy in a refreshingly honest way, we featured footage of these individuals informally discussing their work/life balance, as well as both the positive and negative aspects of their jobs.

We used an engaging, modern filming style with a fluid pace and fresh and contemporary camera and editing techniques.

To convey the excitement and prestige of working at this international law firm as well as presenting a window into the world of an Allen & Overy employee, we featured footage of the interviewees within their homes and travelling to work, as well as filming them in their offices across the world. This approach simply and effectively captures the culture, vision and values of Allen & Overy, while also conveying and augmenting the firm's global status.

The presentation of such direct and accessible messages about this international firm provides potential employees with an honest flavour of what they could expect from a job at Allen & Overy.

How Effective?

The friendly and informal style of the video has proved extremely successful in winning over sceptical audiences both internally and externally.

Such is the popularity of the video that it now forms the basis of the induction process at Allen & Overy throughout the world.