

Case Study



Complete Video Content Solutions



The Client

John Deere
Large Agriculture and Turf Division

Problems

- Identifying, hiring and coordinating a variety of individual shooting and postproduction resources for a wide range of video projects simultaneously.
- Maintaining corporate identity standards and production values while managing all these disparate resources.
- Finding ways to get more value out of the footage from each video shoot.
- Sourcing quality, affordable 2D and 3D animation.
- Quickly and easily archiving and retrieving shot footage and masters from a variety of vendors for a range of internal and external uses.
- Adhere to strict production budgets without sacrificing quality.

Solutions

Provided a complete range of video solutions that enabled John Deere to get more value out of their video, TV and radio productions; to more efficiently coordinate various projects; to maintain the highest quality and branding standards; to securely archive and access shot footage; and to stay on budget. Including:

- **Strategic planning** to identify video marketing opportunities that enhance the client's brand and generate positive response.
- **Concepting and scriptwriting** from ad-agency experienced, CLIO-winning creatives.

- An Emmy-winning **video production** team adept at working with—or apart from—internal and external advertising groups.
- A **shoot/repurpose** philosophy that maximizes a given shoot's cost efficiency and value by re-using footage and audio in TV spots, on-line pre-roll, radio commercials and other videos.
- The **Adsmith Digital Asset Management** system, that ingests, accurately meta-tags and uploads footage and masters for quick searches and easy downloads.
- Turnaround times substantially quicker—and return on investment substantially higher—than traditional ad agencies and production companies.

Result

Adsmith has written and/or produced over 50 award-winning videos, television spots and radio commercials for John Deere since 2012, for a variety of tractor, harvester, sprayer and technology products.

Adsmith has also created intricate 2D and 3D animations that highlight the inner workings of various John Deere products.

We've also provided digital asset management for this division since 2013, with prospects of going worldwide.



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