

Welcome

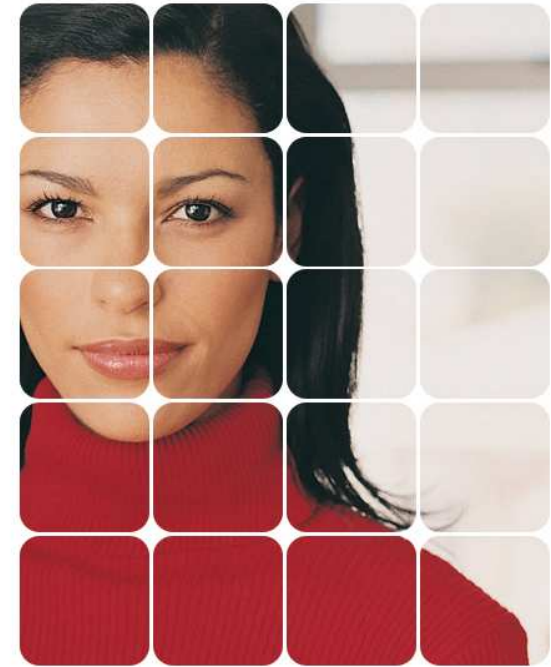
The aim of the Corporate Media Package is to give your company the opportunity to utilise multi-platform technology and revolutionise how they a) supply information to their students and b) market themselves to the wider world. The Corporate Media Package offers a multitude of options – such as training and recruitment videos to an interactive flash website and a promotional DVD that effectively combines the benefits of an ad campaign and a brochure launch.

Each idea in our brochure is designed to highlight and focus on a different aspect of your company, outlining individual benefits in a direct and attractive manner. Many products on show here are only offered by JTA Media; therefore you can be confident in receiving a fresh innovative idea.

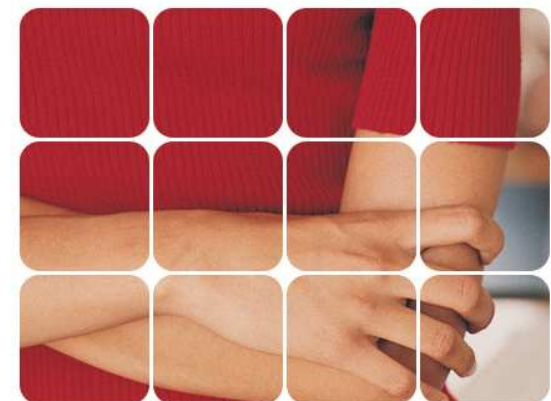
The benefits of adopting the media package are potentially huge - a key advantage will be in how this new technology can advertise your business to prospective clients. In a media age where people will watch rather than read, an increasing amount of companies are utilising video to speak directly to the people they want, it's a faster, more efficient method of supplying information. Therefore I present to you our media package, I hope you find the proposal useful and thought provoking. If you have any further questions then please do not hesitate to contact me for further information.

John Watts

Managing Director, JTA Media.



Corporate Media Package



Contents

Page 1 - Mission Statement

Page 2 – Contents

Page 3 – Web Commercial

Page 4 – Interactive Website/Banner

Page 5 – Promotional DVD

Page 6 – Corporate Videos
(Training, Health & Safety, Recruitment)

Page 7 – Further Possibilities

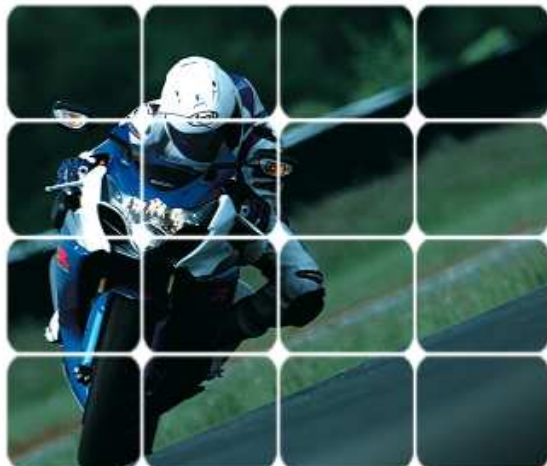
Page 8 – A Bit About Us

Page 9– Contact Details

Web Commercial

The design and purpose of the Web Commercial is to be a greeting, a front cover to the rest of the media content on your website. Therefore, it needs to embody the essence of your company, it needs to be a clip that states that your business has something to offer prospective clients, something that highlights excitement, gravitas or whatever it is that *you* want to say about *your* company. Crucially, it should make the viewing client feel that your company is the one for them.

The Web Commercial can basically be seen as an extended TV commercial on the web, a clip that can last up to 3 minutes long. It is usually a montage of shots set against a piece of music. The inclusion of motion graphics also allows the clip to contain transitions that are slick and stylish. What this would essentially mean is that the commercial will be bright, breezy, professional and engaging.



Some of the people we've done work for...



What will be in it?

The images that will be contained within the Web Commercial will be ultimately decided upon by yourselves, though we would recommend simple short clips of your company's services and/or products being used. The strength lies in the film being a straightforward sequence of images that conveys the wealth of opportunity available to those who use your services or buy your products. Of course, you don't have to follow this example as the finished commercial can be in any style that you desire.

Web Integration

Once the commercial has been edited and any motion graphics added, the finished project will be encoded in the highest quality into a Flash video format. We will consult with your webmaster to see what size they would like the finished video to be. This Flash video can then be placed anywhere on your website, though when a web commercial is executed well it is often the perfect greeting to your prospective student, creating a priceless first impression.

The Benefits

- Welcomes established clients and potential customers to your website.
- It catches the viewer's attention and generates interest in your company.
- It can succinctly illustrate the advantages and benefits of your company.

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Interactive Website/Banner

The purpose of the Interactive Website Homepage is to create something exciting and attractive to prospective customers. The concept revolves around interactive links to your business being placed within the confines of a picture, a picture that has numerous images on it that form a montage effect. Alternatively, instead of being used as your main homepage image this idea can also be used as an interactive banner which you can integrate into your website.

Our proposal is to create for you one of these pictures, an image that would contain graphics relating to your company, who you are and what you do. The images will also have movement and sound added to create a more stimulating experience.

The user is then able to roll their mouse across the picture, as it rolls over each subject area (for example, a telephone for contact page) the image becomes a hotspot that when clicked on will dissolve into the relevant section.



The Look

The flash based site will have the main montage picture taking up around two thirds of the page. The picture will be in a widescreen aspect ratio so that when the section for each different subject (e.g. sports and arts) is activated it will blur and a piece of animation will create the video player, this will allow a smooth and slick transition from picture to relevant video or section.

Your montage picture will be surrounded by company branding and any other information that you require such as taglines and legal information, this along with the look of the picture should appear seamlessly integrated with the rest of the website.

The homepage/banner should always have something '*happening*' with any little touch that keeps user interaction and attention to a maximum is important.

The Benefits

- Creates a modern accessible atmosphere of your company.
- Streamlines your website for efficiency.
- Creates an image that prospective customers will remember.
- Separates your business from the competition.



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The Promotional DVD

Like the Web Commercial, this product is designed to briefly, but effectively, showcase your company's products and services to prospective clients. Though for The Promotional DVD the length of the commercial can be extended if required. The Promotional DVD can also be utilised as a marketing package to send out to potential clients or used at industry events to showcase your business to interested parties.

However, the key difference from the web commercial is the amount of added extras that can be created for The Promotional DVD. A host of items that can mean your DVD is not just an advertising tool but also a brochure for your products and a means to create a more personal approach to current and prospective clients.



What could be Included?

The information contained on the DVD can include:

- Your standard web commercial or a special extended version.
- A .pdf formatted brochure of your products and/or services that can be easily printed out.
- Video interviews with satisfied clients
- Added information about your company and its history and achievements
- A video greeting for the Managing Director or company spokesperson.

What will it look like?

For the DVD we will be able to supply strong textual information in an engaging and accessible manner through the use of motion menus. The motion menu will be an attractive moving menu akin to that of a feature film DVD. We believe this will be important in ensuring that your customers will enjoy browsing through the information.

For final touches the DVD can be duplicated and packaged with high quality gloss printing and a design made in conjunction with yourselves. The Promotional DVD is a useful tool for businesses and an ideal accompaniment for any future advertising campaign.

Benefits

- Creates an accessible means for your potential customers to view your services and products.
- Combines the effectiveness of an advertising campaign with practicality of a product brochure.
- Makes the business/client process more streamlined and efficient.

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Corporate Videos

There are numerous types of videos that are useful to your company and its workforce. The examples on this page offer an example of how your business can use Corporate Videos to inform existing or prospective staff in a modern and engaging way

Training Videos:

Video is a cost-effective way to deliver training to your employees, customers, distributors and partners. However, the pervading image of the Company Training Video is of an old fashioned, boring and slightly cringe worthy film that is watched and then merely forgotten. JTA Media's response is straightforward; simply create a video that a member of your team would actually want to watch, if your staff enjoy a film they will remember the information within it.

To achieve this, the Training Video will need to be punchy, it needs to get the point across in the minimum amount of time with the maximum amount of impact and it will need to be stylish enough so that it will grab the viewer's attention. JTA believe in the power of combining important information with an accessible style that will make the impact that you want. We can achieve this by using visual effects, motion graphics, animation, modern music and anything else that you desire. The video can also be distributed via the web, allowing easy and timely distribution.

Health & Safety Videos:

Like Training Videos, the videos for Health & Safety are often seen as somewhat of a joke, a part of work life that isn't taken seriously. However, in this litigious age of Health & Safety it is more important than ever that your staff understand all the vital H&S information. Therefore, supplying an engaging video is the key, JTA create this by mixing the important information that you want to say with a style that utilises modern filmmaking techniques (i.e. motion graphics) that will be palatable to your staff.

Recruitment Videos

Recruiting the right type of employee or graduate student has become an increasingly tough assignment, companies want the best staff, but the question of course is how to convince them you are the company for them.

By creating Recruitment Videos you can outline succinctly why you are the number 1 choice. You can do this in a number of ways, firstly with a simple introductory video to the company or secondly with interactive interviews from members of your staff. This second option has been a particular success as it allows you to speak directly to prospective employees, but interactively, so viewers can click straight to the questions that they want to hear answered.



The Benefits

- Supplies important information in an engaging and accessible fashion
- Saves your company's time and resources by proactively answering employees' questions.
- Advertises the company's benefits to prospective employees

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Further Possibilities

There are, of course, many other possibilities for utilising multi-media platforms, below we have outlined a selection of these which may be relevant to you:

End of year video message – Many companies at the end of each year send out letters or emails to employees and/or clients that inform them what the company has been up to and what their future plans are. This communication is seen as a vital link, so why not take a more personal route and create a short video message from the company's Managing Director or spokesperson (celebrity or otherwise). Sent via email, a video not only allows you to say exactly what you want succinctly and effectively but gives the greeting a much more personal feel and reflects positively on the company. The video newsletter works hard to maintain and develop business relationships on your behalf.



Website – As well as the variety of filming possibilities we offer, our talented web designers and coders can not only integrate all our videos into your existing website but also create stylish new websites and micro-sites to further improve your company's image.

Event Filming – There are numerous events that companies run, but is filming them important? Well if what that event represents is important, then yes. Event Filming should capture the essence of what your business is all about. The event will be professionally filmed and edited in whatever style and tone you wish. We can deliver the end product of the filmed event on DVD or stream it on the internet.

Filmed and animated work for proposals – Companies survive and prosper if they adapt and change, molding themselves to fit into a highly competitive marketplace. Most businesses are planning for the future and creating growth strategies with ambitious objectives, if you have such plans in place why not bring these ideas to life with a short demonstration film.

The addition of video can add serious impact to you sales presentation. The film can contain live action, graphics & animation and will be designed solely to give your plans a stylish and elegant look that matches your vision. Alternatively, the video can be part of a DVD or CD Rom that can be left with prospective clients. It can be used to promote products and services, and can far better explain product concepts than a brochure can.

360 degree virtual video tour – Through modern technology it is possible for businesses to have 360 degree tours of their facilities, photographs that can be viewed from any angle to give prospective clients a positive view of your company. However, if you want something a bit special then the imbedding of hotspots within photographs can allow the viewer to click onto a video at certain points within the tour. Videos can range from greetings from staff to videos of a specific product or service you want to sell.



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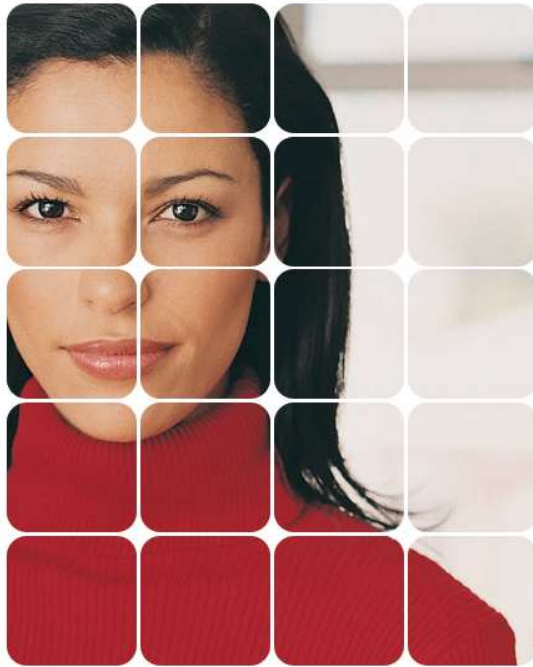
A Bit About Us

JTA Media's continued success and loyal client base is down to the way in which we structure our operations. One of our great strengths is in how technologically savvy our staff are, we do not just turn up, shoot and hand over an edited film, we take great care and attention in making sure the world of web, interactive DVD and flash animation is utilised to ensure your product is ready, integrated and up to date with the fast moving media world.

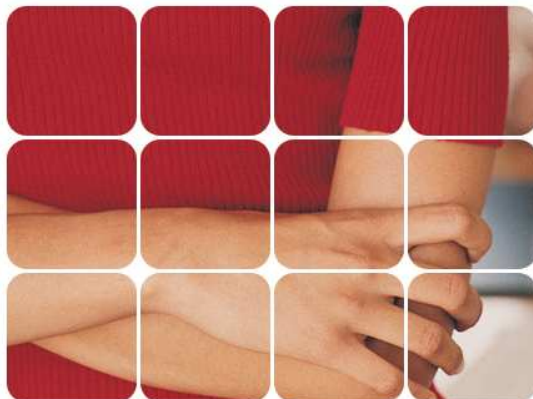
We use in-house crew and facilities, the utilisation of which enables us to make the most of your money and keep costs down. Our experienced staff are highly qualified and have produced everything from web videos to nationwide TV adverts, whilst our editing and filming equipment is of feature-film quality. We always ensure that our output is of a TV broadcast standard, we don't cut corners and we certainly don't put up with amateurish work.

When we begin a project what we always take great pride in is how well we collaborate with our clients, going to great lengths to guide them through the process, welcoming their input and views on any matter whether it's big or small. We currently work with large advertising agencies, any of whom can testify to our quality, commitment and compatibility.

With this media project we are bursting with innovative ideas on how to showcase your business as a modern, professional and accessible establishment. We strive to make our ideas unique and exciting, for example our proposal of creating an interactive website based on the individual features of your company. In fact everything we make will be imbued with a stylish, cinematic feel. We do not film in the old fashioned bland corporate style that still exists, but rather in a modern, commercial style that catches the viewer's attention.



Corporate Media Package



Contact Details

Thank you for reading through our proposal, we hope that there was something there that caught your eye. We firmly believe that multimedia platforms such as the ones on offer in this package are the future of school web-sites, marketing and communication networks. Nielson ratings indicate that there are over 38 million web users in the UK today, an illustration of the growing importance of video websites.

JTA Media can provide all the services you need professionally, stylishly and at competitive pricing. If you would like to talk to us about the Corporate Media Package or certain aspects of it then please don't hesitate to contact us.

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