




havas
street

CASE STUDY

CLIENT |  havas
street

PROJECT | 2021 Nature's Bakery Community Produce Stand

In order to create a **Visual Brand Experience**, Havas and Nature's Bakery engaged O Hello Media not only for the **trifecta of visual media** but also to level up their creative output.

The O Hello Media team developed a shot list and worked to build out a video storyboard that laddered back to Havas and Nature's Bakery's goals and priorities in order to tell the story of this experiential initiative.

Photography, videography, and video post-production brought this story to life and ultimately showed the success of the program for Havas and Nature's Bakery.



C O M P R E H E N S I V E P R O C E S S

Follow along the path we take to level up brand stories

INNOVATE

Our team develops all the creative materials that ensure the visuals captured tell your brand story.

CREATE

Your project comes to life based on the strong creative foundation that was built. This guides the execution and end result.

MEET

We get to know you, your objectives, and guide you on the path to achieving your ultimate Visual Brand Experience.

PLAN

We take care of the behind the scenes tasks and details to make sure your project is executed flawlessly.

DELIVER

At the end of it all, you'll have impactful visuals that create a Visual Brand Experience and leave a lasting impression.

MEET

We get to know you, your objectives, and guide you on the path to achieving your ultimate Visual Brand Experience.

CLIENT OBJECTIVES



Strategy

Show the ability to pivot and still achieve goals and objectives during COVID



Community

Fill a need in the St. Louis market and think outside the box in order to help the brand and community during challenging times



Showcase

Highlight Havas's versatility and creativity as it relates to consumer product experiential initiatives

RESULTS

ELEVATED CREATIVITY

ENHANCED VISION

CLARITY & CONFIDENCE

0

1

2

3

4

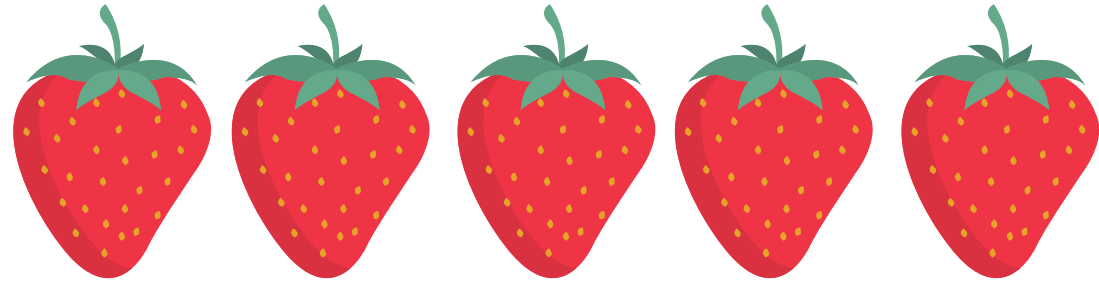
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INNOVATE

Our team develops all the creative materials that ensure the visuals captured tell your brand story.

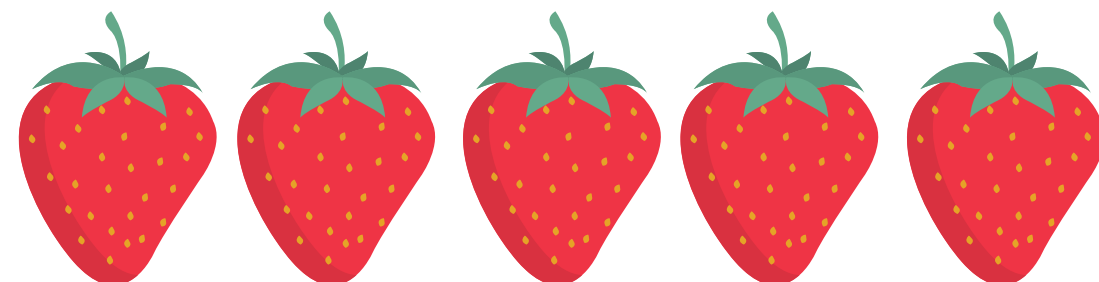
CLIENT RATED THE FOLLOWING CREATIVE & STORY SERVICES

STORY OUTLINE/STORYBOARD



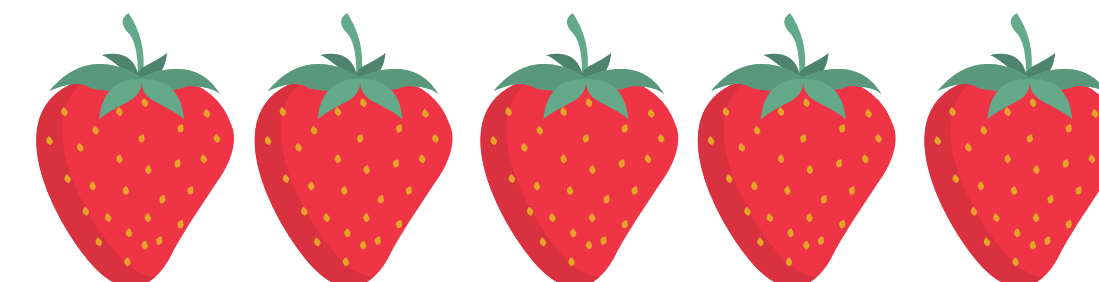
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CUSTOM SHOT LIST



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DAY OF TOP SELECTS



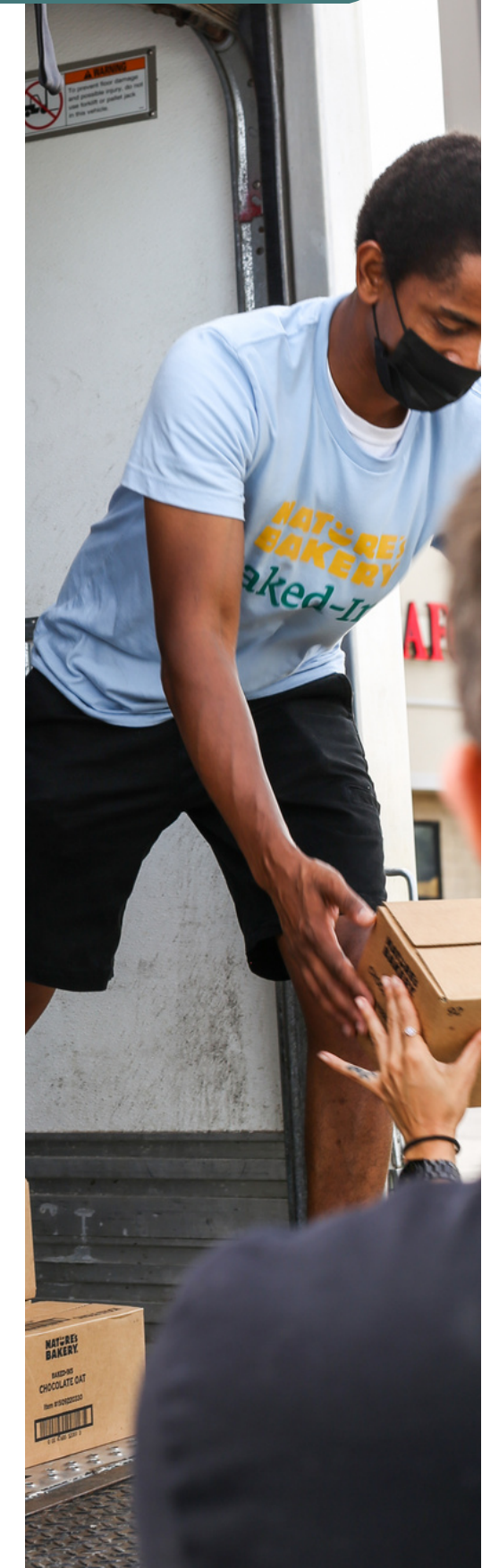
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Increased Creative Output

Understood client and brand's goals

Looked at initiative through the lens of visual storytelling

Brought outside perspective to creative process and execution



PLAN

We take care of the behind the scenes tasks and details to make sure your project is executed flawlessly.

THE PROJECT MANAGEMENT CHECKLIST CLIENTS RELY ON TO:



✓ Creatively manage client team

✓ Keep program on track

✓ Manage overall project

✓ On-site creative management & execution

**SAVED
20 HOURS**

**120%
CONFIDENCE
IN ON-SITE
TEAM**

PRE -
PRODUCTION

PREP
AND
BRIEF

VIDEO
EDITING

CREATE

Your project comes to life based on the strong creative foundation that was built. This guides the execution and end result.



RESULTS

VIDEO EDITING FEEDBACK & IMPLEMENTATION PROCESS



FEEDBACK UNDERSTOOD AND IMPLEMENTED



UPFRONT CREATIVE SERVICES WERE REFLECTED IN EDITS



FINAL VIDEO REFLECTED THE INTITAL VISION



DELIVER

At the end of it all, you'll have impactful visuals that create a Visual Brand Experience and leave a lasting impression.

AGENCY

BRAND

OBJECTIVES

Recap the program

Leverage for new business

Award Submissions

Demonstrate success of partnership

Fuel Community Initiatives



RESULTS

Succinctly demonstrate the success of the program through community partnerships & connection

Show innovative capabilities to prospective brand clients

Elevate Havas as an agency; highlighting their ability to create & produce experiential programs

See the impact of campaign initiative and decide to continue partnership with Havas in 2022

Shift experiential marketing strategy towards more community impact and partnerships