



Client: Scotiabank Project: "Moving Day"

Production Challenge:

A 28:30 Infomercial for one of Canada's major financial institution, this was a first attempt at using the long-form infomercial format for this client.

Due to the nature of their business, the mandate was to produce a very slick, professional, and high-end looking program, while using a very appealing and believable on-screen couple, based upon the creative treatment presented.

An enormous amount of information about mortgages and interest rates had to be presented in an entertaining manner - getting the important information to the viewer without losing their interest.

This could not look or feel like a "typical" infomercial, as the client could not risk losing credibility with their existing and new clients.

Technical Challenge:

For the sake of believability, credibility, and variety of options, we made the decision to shoot on location in a real home.

The homeowners, for a location fee, gave up their home for three days, while we completely rearranged and moved everything in the house to suit the requirements of the script.

The 2 leads that we cast had to have chemistry for the piece to work - we had a great location and script, but if our "husband and wife" didn't work, then the program would turn out stilted and unnatural.

Success Story:

Our 2 leads delivered warm, believable performances. Our location was terrific, and gave us numerous shooting options. And our script allowed the actors to deliver potentially confusing financial information in a clear, concise manner.

The creative direction that we took with this show resulted in a unique infomercial that stood out from the rest of the pack.

The clients were extremely pleased with the end result, and felt that their main communication objectives were delivered clearly and in an engaging manner.