

Solutions produces global film for UKAS

The Elstree Studios based film making agency Solutions was recently commissioned to produce a corporate film for United Kingdom Accreditation Service (UKAS) to promote World Accreditation Day (WAD) on 9 June 2011.

UKAS will be hosting a reception at the House of Lords to mark World Accreditation Day, a worldwide initiative jointly established by the International Accreditation Forum (IAF) and International Laboratory Accreditation Cooperation (ILAC) to raise awareness of the importance of accreditation-related activities. The day will be celebrated around the world.

With dynamic global theme footage and snap shot interviews with WAD organisers, this corporate film promotes World Accreditation Day, exploring the benefits of accreditation for governments, markets and consumers.

Robert Finlay, Online Film Director of Solutions said "Working with UKAS has enabled us to demonstrate how corporate film is an extremely effective and efficient way to get your messages across in a fast and memorable way. Distributing the film globally required us to publish a number of formats and to consider our international audience in the language and pacing of the voice over. We supplied an end-to-end solution, providing everything from scripting, camera crews, digital video editing and DVD production. Solutions is thrilled to have produced this corporate film for World Accreditation Day, which will play an important role in greatly enhancing our client's aims."

Commenting on this corporate film production Jon Murthy, Marketing & Communications Manager of UKAS said "Solutions quickly captured the energy and atmosphere of our business to understand how this could be best used in film format. Provided with only a minimal brief, they were able to transform our ideas into a concept that met our requirements. Despite very tight deadlines, last minute amendments, and the challenges of global distribution, Finlay's team produced a high quality film that will be shown in 135 economies around the world. The film will be streamed on websites, showcased at large events, and clips will be shown on national television.

"Solutions and UKAS have developed a strong relationship over the years especially since initially incorporating Punch Content Management System into their website back in the 90s. Our determination to do whatever it takes to deliver your work on time, on spec and on budget remains as strong as the day we started, and we pride ourselves on the working relationships we have built with our clients," concluded James Barber, Managing Director of Solutions.

This new work further demonstrates our ability to deliver creative and punchy corporate films that strike the perfect balance between engaging your audience and driving your corporate message home.

24th May
2011

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Notes to editors:

Solutions

Solutions (formerly known as Harlequin Solutions) is a well established and growing online design and film making agency founded in 1989.

Solutions has five key areas of digital expertise: creative website development, online marketing, web applications, online film and 3D animation and knowledge management including Punch Content Management System (CMS), with thousands of users in the UK. Driven as a specialist business by an entrepreneurial, commercial management team, Solutions provide a unique range of products and marketing solutions for Charities, Education, Government, Healthcare, Pharmaceutical, Leisure and Aerospace.

UKAS

The United Kingdom Accreditation Service (UKAS) is the sole national body recognised by government to assess evaluating organisations to international standards. UKAS operates under a Memorandum of Understanding (MoU) with the Department of Business, Innovation and Skills (BIS), and is a non-profit-distributing company limited by guarantee. UKAS accreditation involves assessment and verification (against internationally agreed standards) of certification, inspection, testing and calibration services.

For further information about UKAS visit www.ukas.com.

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