



## OUR BRAND VALUES

**Relationships with our clients are bigger than just the films we make. Earl is a company built on three sets of values, which are not only the way we do business, but what drives our creative and commercial point of difference.**

### **Partnership**

For us, partnership starts with **business empathy**. We see a client's point of view – we've been on their side of the fence, we understand the fears and frustrations, we speak their language. We take the time to not just understand a client's business, but also take a personal interest in it – we aim for them to feel like we more than just another supplier. We make clients feel supported and that we are on their side – they're in a safe pair of hands.

One of the biggest expressions of our partnership is our work with the healthcare and pharmaceutical sector. We've tackled everything from the nitty-gritty science to motivating sales teams on a grand scale, and our wealth of experience and understanding put us in a great position to meet the needs of clients in this sector quickly and effectively.

### **Commitment**

Clients can rely on Earl to be available, on time, and fair. Emails get a prompt response, we deliver work when we say we will, and our costs, while industry-appropriate, are proportionate to the scale of the project and as cost-effective as possible. We make the effort to make things possible, whatever the budget, and clients can rely on us to do the hard thinking for them and make their lives easier. Even the simplest project gets that extra level of thinking and attention, to make it the most engaging, memorable and effective piece possible.

### **Creative quality**

In 10 years of business we have gathered a breadth of wisdom and expertise, with an extended family of talented crew who are masters of their craft. Competitors can claim similar, but what sets Earl apart is our ethos of over-delivery – both in quality and creativity. Corporate films aren't something we do to 'pay the bills' whilst dreaming of making the next big zombie epic. We're serious about corporate video. It's what we do, and we do it well.

While everything we do is founded on a solid business-like attitude, our work is also known for its creative spark. We create stylish, smart and beautiful films that go beyond the expected and the ordinary. We're driven by the art of filmmaking, but we're not 'arty' for the sake of it either – the spark in our work is always one that's relevant to our clients and the goals of the work. Clients can trust us to give them a piece of work that they will love for all the right reasons.

## tone of voice

This tone of voice applies to copywriting and also visual design when expressing the Earl brand.

Easy-going & relatable

Warm

Imaginative

Flexible

Dependable, Solid, Reliable

Grounded, no-nonsense

Solutions, not problems

## BRAND PROPOSITION

The proposition is your foundation for any communications of the Earl brand. **When we distil all our values to a short single-minded statement, it gives us an anchor and a focus.** It's not a tagline, or an inflexible rule – there are always layers of nuance and emphasis depending on what's being produced, for whom, and how.

Earl Films: Video that business can trust.

The image displays the Earl Films brand identity and marketing materials. On the left, three small icons of a dog's head are shown above the text: "WE ARE **IMAGINATIVE, FLEXIBLE, DEPENDABLE**". Below this is the main brand proposition: "VIDEO THAT BUSINESS CAN TRUST." In the center is the main logo: a dark blue shield with a white dog silhouette on top, containing the text "EARL FILMS LONDON EST. 2008". To the right, a laptop screen shows "CREATIVE ROUTE TWO 'TABLETOP'" with a small dog icon. Below the laptop are three horizontal bars, each with the Earl Films logo and a label: "ESTIMATE" (dark blue), "CALL SHEET" (light blue), and "CREATIVE BRIEF" (light blue). At the bottom, a laptop shows a video production scene, and two smartphones show the Earl Films mobile app interface with text like "WE'RE ABOUT ASBET THAN POINT AND SHOOT!" and "CHANGING CLASSES".

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VIDEO THAT BUSINESS CAN TRUST.

EARL FILMS LONDON EST. 2008

CREATIVE ROUTE TWO 'TABLETOP'

ESTIMATE

CALL SHEET

CREATIVE BRIEF

SUCROSE IS OUR HERO TYPEFACE  
Supported by Montserrat