



**bold**  
CONTENT

video storytellers.

**HARNESSING THE  
POWER OF CREATIVE  
RECRUITMENT VIDEOS:  
A BLUEPRINT FOR SUCCESS**

CLIENTS



Prince's Trust



# HOW WE CAN HELP

We know that attracting top talent can be terribly tricky so we work with brands to help them communicate why a candidate should consider a careers at their company.

**Bold Content** is an award-winning team of creative filmmakers and animators working out of East London.

We provide an experienced in-house team of **recruitment film specialists** who manage the video production process from concept through to completion.

Blending **high end ideas** with solid production management, we have a long track record of producing **employer brand videos** that **stand out from the crowd**.



## CULTURE CAPTURED

---

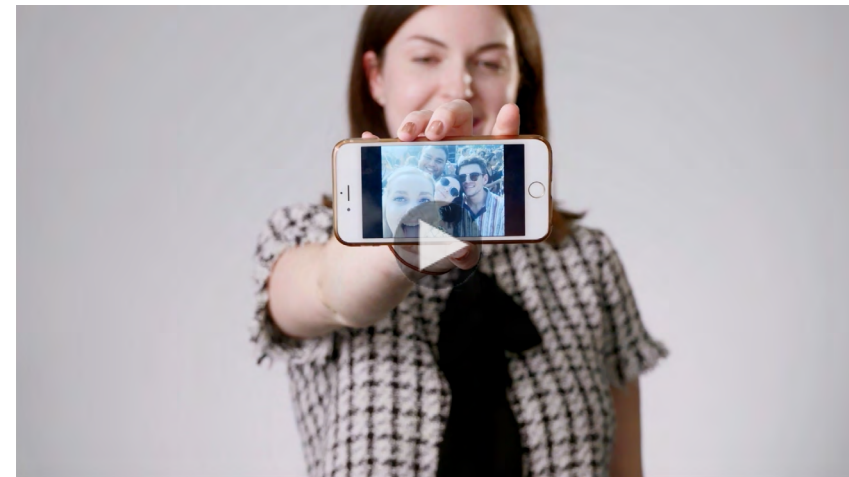
In today's fiercely competitive job market, **recruiting top-tier talent** has become a Herculean task for companies. However, there's a powerful tool that can be a game-changer in addressing these challenges – **Creative Recruitment Videos**.

Here we delve into the multifaceted benefits of these videos which help companies **tackle their recruitment hurdles head-on**.

HR managers are familiar with the high demand for skilled candidates. Large firms can offer eye-watering salaries to entice world class workers but there are more creative ways to cut through and **make your brand attractive to the best candidates**.

A finely crafted recruitment video can work wonders by offering potential candidates an engaging **glimpse into your company's DNA**. It's your chance to stand out and captivate top-tier talent, showcasing the company's **unique culture, projects, and work environment** in an engaging way.

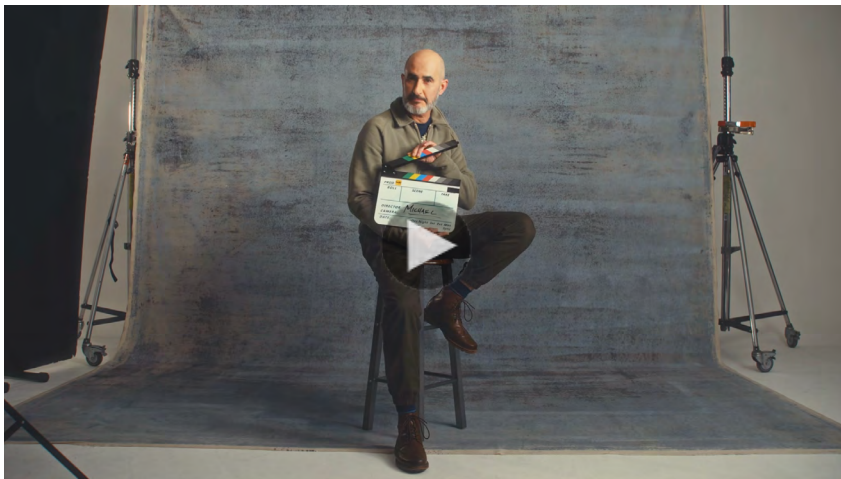
In our work for law firm RPC we were able to **capture their upbeat culture** directly in the creation of the video by featuring colleagues being themselves on-camera.



## VALUES VISUALISED

In this increasingly competitive job market, candidates seek more than just a job; they seek an employer whose **values resonate** with their own. Creative recruitment videos can **humanise a brand**, showcasing its personality, sharing authentic stories of employees, and demonstrating a commitment to employee well-being and growth. The brand becomes more than just a logo or a name—it becomes a living, breathing entity which **candidates can relate to**.

When we worked with Leap Legal Software we were able to **show the people behind the brand** and give potential candidates a glimpse of the varied personalities that make up the Leap team. Lifting the curtain this way not only allows the employees to describe the company culture, it **demonstrates it in action**.



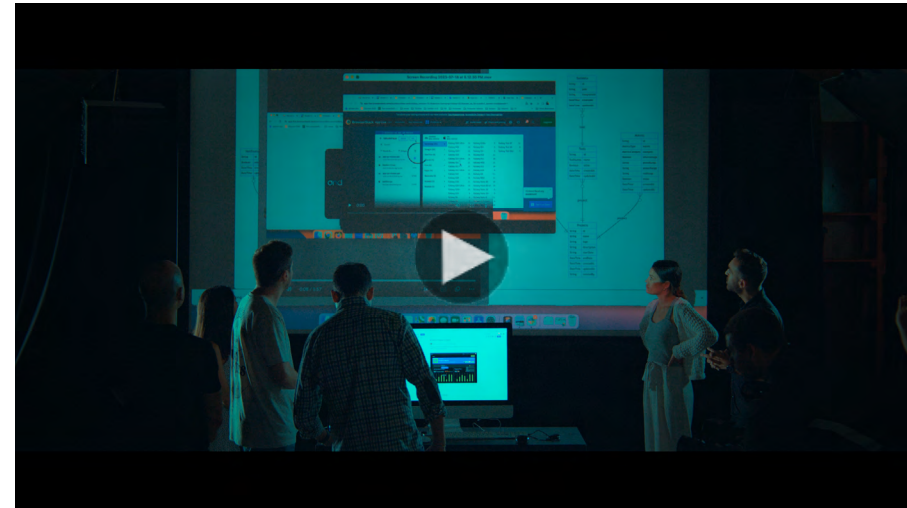
# INNOVATION ILLUSTRATED

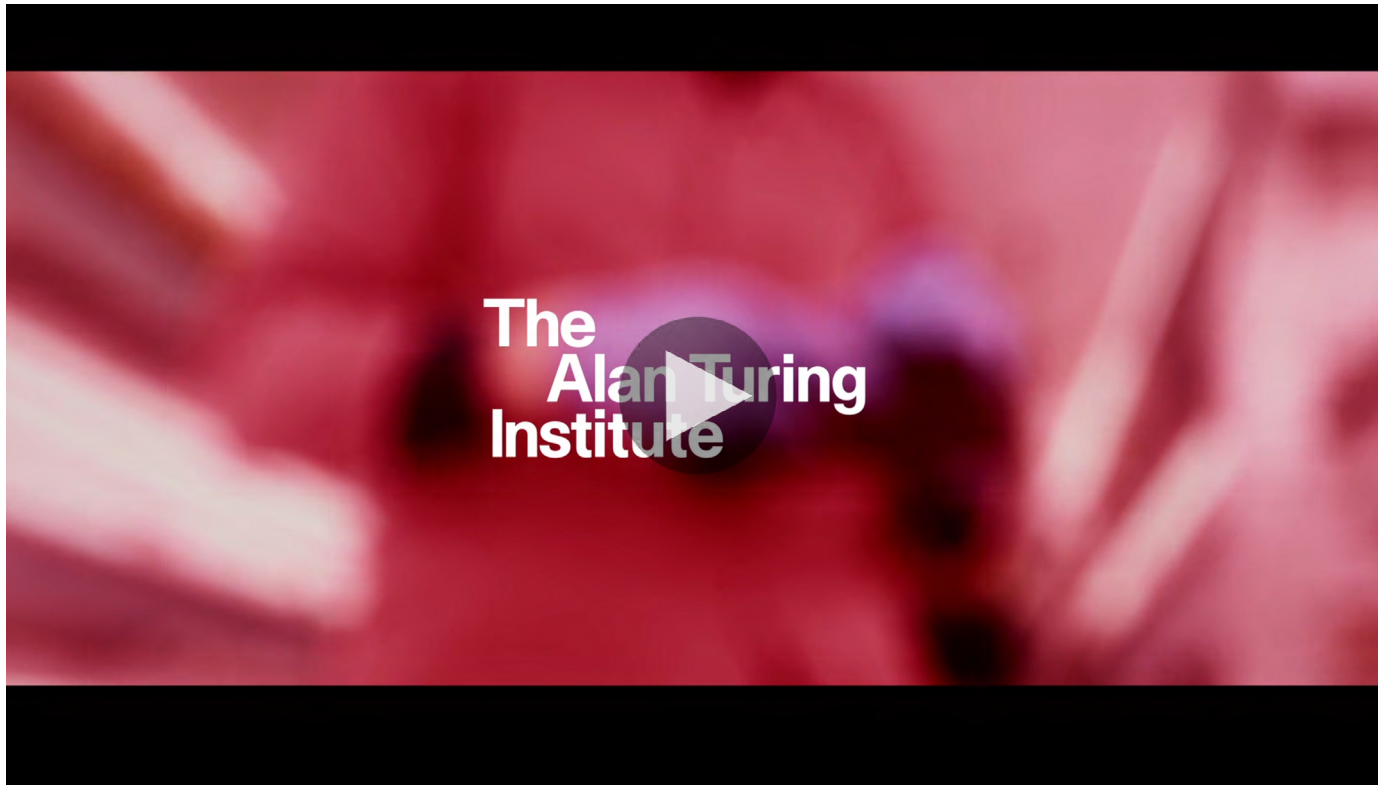
---

Creative recruitment videos address skill shortages head-on by spotlighting your company's cutting-edge projects and commitment to innovation. This can **attract candidates with the specialised skills** the company needs.

Studio Graphene, a fast-growing app development company, faced challenges in **attracting top-tier talent in the competitive tech industry**. As the demand for skilled app developers, designers, and engineers surged, the company recognised the need for an innovative recruitment strategy that would **differentiate them from competitors**.

With a creative recruitment video we helped them show Studio Graphene as an innovative place to work. Rather than just state that in a talking head interview, we knew that we had to **imbue the film with creative innovation** in order for the message to resonate.





## DIVERSITY DEMONSTRATED

Showcase your dedication to diversity by featuring a range of voices from staff members with different backgrounds. It's also a good opportunity to mention initiatives aimed at **fostering diversity within the organisation**.

When we worked with the Alan Turing Institute we featured a range of voices from staff members with **different backgrounds**, showing the breadth and depth of the **cultural diversity** within their team.

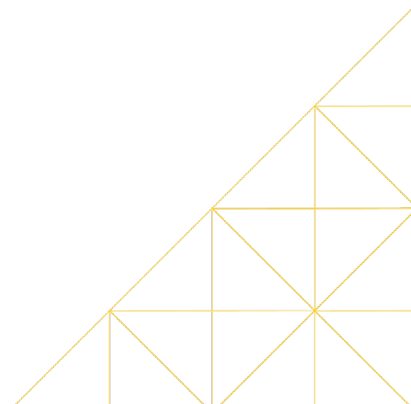


## PASSION AND PURPOSE

Creating a recruitment video that effectively demonstrates the passion and purpose of an organization's employees requires **careful planning, storytelling, and a focus on authenticity.**

In our work with the UK Dementia Research Institute we were able to get to the **emotional core** of why the researchers were so invested in their work.

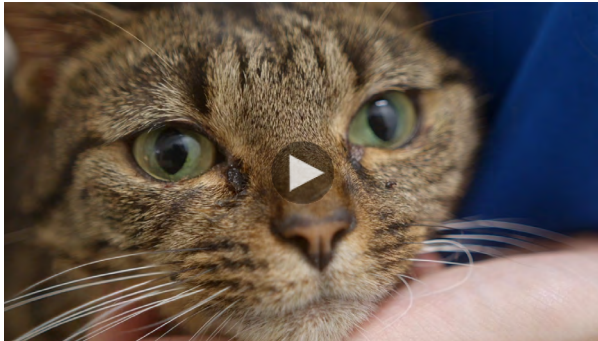
In our work with The Commonwealth War Graves Commission we shared **personal stories** and experiences of employees who are passionate about their work and **believe in the organisation's mission.**



## ENVIRONMENT EXHIBITED

Your video can spotlight your company's **physical location**, underscoring its proximity to major industry hubs or a vibrant local community. Don't forget to emphasise remote and flexible work arrangements.

In our video for The London Cat Clinic we featured the area surrounding London Bridge as a **unique selling point** for why vets may want to work there. The excitement of being near to top restaurants, markets, theatres and galleries all played a part in creating a compelling employer brand offer.





## CONCLUSION

If you need to hire top talent then a creative recruitment video can be a smart move. We've seen how it communicates culture, values, diversity, passion, the work environment, and ultimately why candidates would want to work for your brand.

We haven't even touched on how it can help qualify candidates but feel free to book a call with us and we'll be happy to share our experience in helping brands attract, qualify and retain the best talent.

[hello@boldcontentvideo.com](mailto:hello@boldcontentvideo.com)





## OUR RECRUITMENT VIDEO PRODUCTION PROCESS

---

# OUR PROCESS



## **PLANNING & CREATIVE DEVELOPMENT**

- We'll provide you with a Scope of Work that outlines our findings, key milestones, budget and the delivery deadline.
- From there we'll move onto the creative planning.
- Your dedicated account manager will usually start with a scoping call to kick the project off.



## **PRE-PRODUCTION**

- We lead you through our defined strategic process to identify opportunities to distinguish you from competitors.
- We work together to refine the creative concept.
- We start planning the shoot and put together an editing calendar that meets the agreed delivery deadline.



## **PRODUCTION**

- Once we reach filming day, all members of the crew will be well briefed on the aims for the day.
- It's entirely up to you if you'd like to attend the filming days.
- Health and safety is of paramount concern so we make sure we've communicated any risks to everyone on-set.
- The Director will lead the shoot, using their expertise to guide the narrative.



## **POST-PRODUCTION**

- We'll then begin offline editing - this is the process in which we create a rough initial edit which helps in shaping the story, getting the content locked and refining the pacing before we finesse.
- Online edit - once the content is approved we'll work on the final version of your videos and fine tune the visuals; we'll add in the motion graphics, cut in different camera angles, apply a colour grade, and balance the audio levels.
- All edits will be shared via a password-protected link, so you can review and add comments directly on to the video. This ensures a smooth, and time-effective review and amend process.



# TESTIMONIALS

## Google

"We're really impressed and we all watched it with big smiles on our faces (until we saw ourselves!!) so well done!! You guys have really managed to capture the energy in the room and the fun people were having!"

- Customer Experience Business Partner, Google

## REVINATE

"Very happy with the results; great quick pre-event communications and logistics, during the event Adam was great and video was better than expected. They anticipated what we needed and understand what makes a great video. Thank you"

- CEO, Revinate



"Bold Content go above and beyond to ensure a fruitful brand partnership. They are trusted suppliers who we have relied upon to create high-quality content."

- Social Sustainability Manager, Coca-Cola



Prince's Trust

"We can always rely on Bold Content to bring something special to the videos they create for us. They are reliable, creative, organised and a great video partner."

- Marketing Manager, The Princes Trust



"We've been working with Bold Content for a few years now because they deliver the goods every time. Their camera operators are professional, yet friendly. They bring loads of ideas on how to bring out the best in your video and can turn around the final edit really quickly. I'd happily recommend them."

- Director, Bluehat Group



fighting for young people's mental health

"Had a great experience working with Bold Content. We had a tight budget and tight turnaround time and they went out of their way to deliver. Would recommend."

- Digital Marketing Manager, Young Minds



Simply the Best

"I have worked with Adam and the team for almost a year now, across several video projects, schools and edits. I thoroughly enjoy working with them and admire their level of professionalism and creativity. I am continually surprised and impressed with every project, I highly recommend them!"

- Global Marketing Executive, Trafalgar Travel

## BRANDS WE HAVE HELPED

Google



Tetley

Coca-Cola

KUONI

ancestry

H&M



NESPRESSO



Mitsubishi Corporation

Heineken



Adecco



PANDORA



ID

speedo

Expedia

AstraZeneca



ZOHO

King

Microsoft

Santander



# THANK YOU

+44 (0) 20 3637 1467  
hello@boldcontentvideo.com

