

## Danish Postal Service



When the Danish Postal Service won the Quality Price in 2004, they decided to celebrate the event by producing an image film, which became a part of a larger show that travelled across the 8 largest cities in Denmark. Apart from the image film they needed an informational presentation that communicated the company's future strategy. No Parking was chosen as the production house to produce both - the image film and the corporate presentation.



### A Children's Film Concept

The image film had to communicate a complicated process that has been implemented over several years in the organization, and the target group for the event was both new customers and internal employees, who didn't necessarily know about the implemented strategy. The solution was to create a film that communicated, on a basic level and at the same time encircled the scope of the organization. No Parking chose to produce a film where the main character is a boy who is playing postman together with his friends - but in a context where they implement elements from the advanced strategy into a simple children's interpretation.

### Presentation

Apart from the 7-minute film, which was produced in High Definition video, No Parking created an impressive graphic presentation on a 12-meter wide screen. The show was produced with a multi screen in Watchout system where the wide image was projected using 3 large venue projectors. Apart from film and presentation a live video signal of the CEO's speech was streamed into Watchout.

