



THE CREATIVE BRIEF IN ESSENCE

While everybody speaks of us as The Siad Group very few people think of us as a group – united by a common cause. For this reason, the overarching objective of the film is to change the perception of our brand. We should be seen, both internally and externally, as a real group united by our mutual values.



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At the same time, for those who are new to our brand, it is important to show the scope of our universe. SIAD is a group of companies that serves society with a range of gas-related services and technologies.



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In light of the sky-high expectations on film in today's social-media driven culture, it is vital that the SIAD film is entertaining. It must tell an inspirational story in an intriguing way – to capture the heart of its modern audience.



SYNOPSIS OF THE FILM CONCEPT

For SIAD and its people, as for the planet and its natural inhabitants, a day represents a common unit of life. The planet is the ultimate ecosystem, but the complex universe of SIAD is also a form of ecosystem. And so the film compares the two ecosystems by weaving them together in a collage, all in the context of a single day.



SYNOPSIS OF THE FILM CONCEPT

Using two different filmic styles, this collage helps us to create a story about SIAD which is both attractive and inspiring.

The footage of the natural ecosystem uses cinematic techniques such as time-lapse, emphasising its beauty.

The footage of the SIAD universe uses short cuts in wide-angle at a rapid pace – emphasising the diverse scope of the brand.



SYNOPSIS OF THE FILM CONCEPT

The film ends with the joining of the two universes. The camera zooms out from the micro view of SIAD into the macro view of the planet. We are left with a strong sensation that – however small it may be in comparison – SIAD works in a way that is not unlike mother nature. Both are complex systems working for the greater good of society and the planet.



SYNOPSIS OF THE FILM CONCEPT

The resulting perception of the brand is holistic, uniting the SIAD companies. The humble story shows the scope of our operations. The combination of narrative and filmic imagery reinforce the values that hold us together.