

MacLean-Fogg Company

Employee/Customer Communications Video; Packaging

Since its founding in 1925, the MacLean-Fogg Company has grown into a global enterprise with 30 North American manufacturing facilities, 10 international facilities, annual sales of nearly \$800 million and a worldwide workforce of 3,500 people. MacLean-Fogg designs, produces and manufactures high performance fastener and component systems for vehicle and aerospace clients, as well as insulators, grounders and various other pieces of vital equipment for power and telecommunications companies.

Challenge

DoubleJay Creative works with MacLean-Fogg annually to produce a “year-end video” conveying the CEO’s “state of the company” report to employees as he personally visits each facility in December.

Solutions

MF 80th Anniversary

This corporate documentary celebrated the 80-year anniversary of MacLean-Fogg Company and told the company’s history, mission, and philosophy. Over a three-month period, a production team traveled to every MacLean-Fogg facility in North America, Canada and Germany to document the unique character and overall contribution of each plant. The film was subtitled, captioned and voiced in five languages and distributed to 3,500 employees worldwide.

Impacting the World

A follow-up to MF 80th Anniversary, *Impacting the World* was produced to help highlight the work of each MacLean-Fogg division and to communicate to the company’s employees how the products they manufacture impact people’s lives. This film employed 3D animation to showcase MF products such as power line hardware and automotive parts. *Impacting the World* was awarded a Silver Telly Award, the organization’s highest honor. DoubleJay Creative designed and produced 3,500 *Impacting the World* DVDs and their accompanying packaging.



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Solutions (Continued)

Creativity & Engineering

In this year-end video for MacLean-Fogg employees, DoubleJay Creative documented how the corporation fosters innovation and creativity in both its employees and products. Shot over a one-month period in two different countries, the piece was distributed in five languages to over 3,500 MacLean-Fogg employees worldwide as part of a year-long effort to emphasize the emergent spirit of creativity in design. *Creativity & Engineering* was awarded a Bronze Telly Award. Once again, DoubleJay Creative designed and produced 3,500 copies of the DVD and its accompanying packaging.

Strength Through Diversity

2008's *Strength Through Diversity* focused on MacLean-Fogg's new products and new markets, which complement a diversified product base and provide a solid foundation for the company's continuing growth. Debuting in the midst of harsh economic conditions, this video inspired employees to look to the future with optimism and motivated them to stand strong, true and united in their dedication to the time-tested values that made MacLean-Fogg the success it is today. *Strength Through Diversity* was shot in high definition, and DoubleJay Creative produced copies in multiple languages for MacLean-Fogg's 3,500 employees worldwide.

Moving Forward

CEO Barry MacLean—describing 2009 as the most difficult year in the company's 84-year history—delivers a forthright, sincere and optimistic message in this year-end video for MacLean-Fogg employees. *Moving Forward* addresses all the steps the company has taken to position itself to move forward in 2010. A heartfelt, "State-of-the-Union" delivered by senior leadership, the video describes how MacLean-Fogg has secured its core product and customer base, increased communications and cooperation among MacLean-Fogg divisions, and restructured to enable the company to emerge in 2010 as an even stronger force in the global economy. DoubleJay Creative was able to produce this video on an economy budget by imaginatively repurposing b-roll footage from past years.

