

University of Richmond

Video Series; Television Commercials; Footage Library; DVD Packaging

The University of Richmond is a private, liberal arts university serving approximately 4,000 undergraduate and graduate students. Founded in 1830, the university is ranked No. 12 nationally among undergraduate business programs by *Business Week*.

Challenge

The University of Richmond recognized a need for high-quality visual media to support its communication efforts and to project their national brand in the digital age.

Solution

DoubleJay Creative produced a variety of visual media that the University of Richmond uses for recruitment, fundraising, and community relations as well as overall awareness and brand building.

Run to the Roar

In 2008, the University of Richmond Spiders captured the NCAA Division I National Football Championship. To mark the occasion, the University of Richmond retained DoubleJay Creative to produce a custom, 25-minute video to celebrate the team's accomplishments and inspire recruits, fans and donors.

E. Claiborne Robins Documentary

To celebrate the 40th anniversary of the largest gift ever made to the University of Richmond, DoubleJay Creative was commissioned to produce *The Fulfillment of a Dream: The E. Claiborne Robins story*. A moving tribute to the life, principals and legacy of Robins, the documentary includes interviews with family and members of the university community and premiered at a black tie gala in June of 2009.



University of Richmond (continued)

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Solution (continued)

Convocation

Each year, the president of the University welcomes incoming freshman at a convocation ceremony. DoubleJay Creative developed a brief “welcome” video which features the advice of current students about how to make the most of the University of Richmond experience.

Law School Admissions Video

Featured prominently on the University of Richmond School of Law Web site, this video introduces prospective students to the unique offerings of the school. Through interviews with faculty, administrators, students and alumni, the video conveys the school’s mission to not only educate exceptional attorneys, but also instill in students the values that will help them lead productive and meaningful lives.

Television Commercial

The University of Richmond needed an “all-purpose” television commercial that would capture the attention of viewers when appearing during breaks in televised athletic events. Applying three-dimensional graphic effects to a series of still photographs, DoubleJay Creative developed a modern, image-enhancing, and intriguing commercial that invites viewers to take a closer look at the University and what it has to offer.

Footage Library

DoubleJay Creative orchestrated a week-long shoot on campus—including crane, boat and helicopter shots—to build a library of high-definition b-roll footage that captured facilities and activities on campus. This strategic investment looks toward the future and will serve as a valuable resource to draw from as it is purposed and repurposed on many projects in the coming years.

