



CASE STUDY

#BeYourBest

Melbourne Sports Centres

**How we helped Melbourne Sports Centres
unveil their #BeYourBest brand relaunch and
inspire elite athletes all over Melbourne.**



Project Overview

In 2019, Melbourne Sports Centres (MSC) approached Electric Street with a request to help them rebrand.

The initial brief was to create a TVC-style brand video along with three brand storytelling pieces on different athletes that use the centre. Pleased with the direction, MSC added an internal ethos video which we shot in the same two days. Finally, throughout the year, we repurposed the footage to output a large number of social clips, in the end creating over 50 engaging pieces of content.

Budget

\$30-50K

Deliverables

- 1 x 30sec TVC Edit
- 3 x 90sec/30sec Athlete Stories
- 1 x 2-3min Team Ethos
- 1 x 7sec #SummerOf Promo
- 50 x 6-20sec Social Clips



1 x 30sec TVC Edit



Be Your Best / 30secs

Play Video

Youtube Playlist



3 x Athlete Stories



Athletes Story (Gen, Rudi & Jordan) / 90secs

Play Video

Youtube Playlist





Athletes Story (Genevieve Lacaze) / 60secs

60sec

30sec

15sec

Youtube Playlist





Athletes Story (Rudi Ellis) / 60secs

60sec

30sec

15sec

Youtube Playlist





Athletes Story (Jordan Merrilees) / 60secs

60sec

30sec

15sec

Youtube Playlist



1 x Team Ethos Video



Team Ethos (Internal) / 2-3mins

Play Video

Youtube Playlist



1 x SummerOf Promo



#SummerOf Promo (Social) / 7secs

Play Video

Youtube Playlist



Looks fantastic, **WE ARE REALLY PLEASED WITH THE RESULT!**
Approved! Thank you

Thanks for all the work on this Chad, **WE ARE EXCITED** to get these up on the web.

I haven't worked with you before but **I HEAR THAT YOU'RE THE BEST!**

Very exciting to kick these videos **OFF FOR THE PUBLIC!**

WOW YOU GUYS ARE SPEEDY! These are all looking amazing.

Loving how this looks! **IT IS FAB** and we are very happy with it.

Thanks again for the shoot the other day, **FOOTAGE IS REALLY NICE AND EDIT COMING TOGETHER WELL,** so much good stuff it's hard to fit everything in!

I've just had a chance to watch all the footage and **I'M REALLY HAPPY WITH HOW THINGS HAVE TURNED OUT.** Everything looks so elegant!!

This is looking great. **FEEDBACK HERE HAS BEEN REALLY POSITIVE.**

Thanks ES - it is wonderful! **WE ARE REALLY PLEASED WITH THE OUTCOME** and it was great to work together again!

That video is really 'SICK' - that's what my 14 year old daughter just said. **IT'S AMAZING!** Well done.

AWESOME!
Thanks Ben and Chad.

LOVE THIS APPROACH.
Great stuff.

There's word around the office that **THE VIDEO WAS SUPER COOL,** great stuff!

POWERFUL STORY-DRIVEN VIDEOS

FOR SWITCHED-ON
MARKETERS



They are all really strong and **THEY'RE ALL DEFINITELY HITTING THE RIGHT MARK,** which is fantastic.

THANK YOU BOTH A MILLION TIMES OVER!

Fantastic! **I LOVE IT!** I really like what you've done with the animation!

All approved! **WE'RE GOOD TO GO.** Thank you so much for getting these ready so quickly!

THESE ARE AWESOME! I've passed them on to the client.

THANK YOU VERY MUCH!

WE ARE DELIGHTED WITH THESE - you and your team have done a fantastic job.

Amazing, **THIS IS EXACTLY WHAT I WAS AFTER.** Thank you!

Just watched this edit, **IT'S FRICKING GREAT!** Nice job!

Thank you so much once again for your work on this **AND FOR PRODUCING SOMETHING THAT LOOKS SO GOOD** in such a short time frame!

Thank you for all your work. **WE'VE HAD REALLY GOOD FEEDBACK** from everyone.

Thank YOU! **IT WAS SO MUCH FUN WORKING WITH YOU,** I really enjoyed it.

I look forward to seeing the post-event videos - **I'M SURE THEY WILL BE JUST AS BRILLIANT.**

Thanks a lot for this, **YOU'VE SAVED THE DAY.**



THANK YOU

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