

HIGHTOWER

**TOWERING TV ADVERT
PRODUCTION**





TV ADVERTS HAVE THE **HIGHEST** ROI
OF ANY ADVERTISING MEDIA.





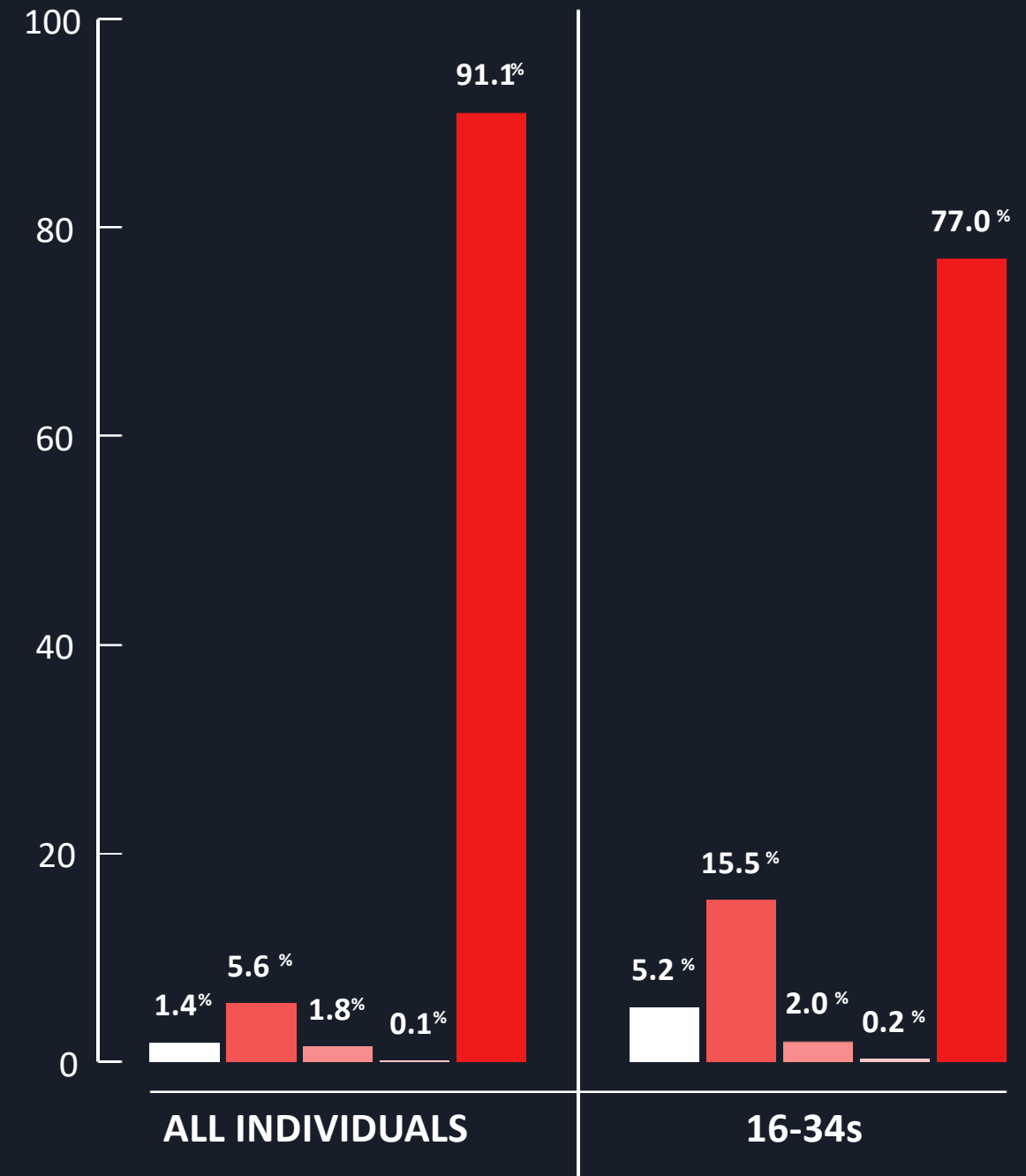
RESULTS FROM TV ADVERTS

BROADCASTER TV ACCOUNTS FOR 91% OF OUR VIDEO ADVERTISING DAY...

AVERAGE VIDEO ADVERTISING TIME PER DAY

ALL INDIVIDUALS: 19 MINS

16-34s: 12.5 MINS



SOURCE: 2020, BARB / COMSCORE / BROADCASTER STREAM DATA / IPA TOUCHPOINTS 2020 / RENTRAK



Hightower Video has over a decade's experience producing beautiful, hard working direct and brand response TV advert campaigns. We are led by strategy and aim left of field, to produce TV adverts that resonate with the viewer and make them take action.

→ www.hightower.video



A dark, moody photograph of a person's hands pointing at a wall covered in white papers and sticky notes, representing a strategic planning session.

STRATEGY

We work closely with trusted media partners and our clients to construct a powerful, compelling strategy that will provide a strong ROI as is possible. Adopting such a strategic POV for a production company is unusual but allows laser focus for the ultimate result of the campaign - to convert viewers into customers.

A close-up, dark photograph of a computer keyboard with blue light accents, symbolizing digital creativity and technology.

CREATIVE

We couple strategy with creative designed to stand out amongst the competition. One of the mantras of Hightower's creative philosophy is to break the advertising pattern. 99% of advertising is wall paper and viewers zone out because they know what to expect. We like to go against the grain because viewers sit up and take notice.

A photograph of a professional film or television production set, showing crew members, cameras, and studio equipment in a dimly lit space.

PRODUCTION

We've spent a decade gathering and refining a crew of industry leading professionals who strive to make the most beautiful, visually outstanding TV adverts we can.

Unlike a lot of direct response TV adverts, we don't scrimp on production.



CLIENTS

For over a decade we have worked with a broad range of clients, both experienced in TV and those new to the medium.

We've enjoyed putting new clients on TV and watched their successes and their businesses have grown.

TV advert clients include :





CASE STUDIES





ORCAM



BRIEF

Orcam produce portable, artificial vision devices that allow visually impaired people to understand text and identify objects through audio feedback, describing what they are unable to see

Orcam were looking to market to visually impaired people in the UK (a new market for them)

The purpose of the campaign was to direct potential customers to the Orcam website or call to place an order.

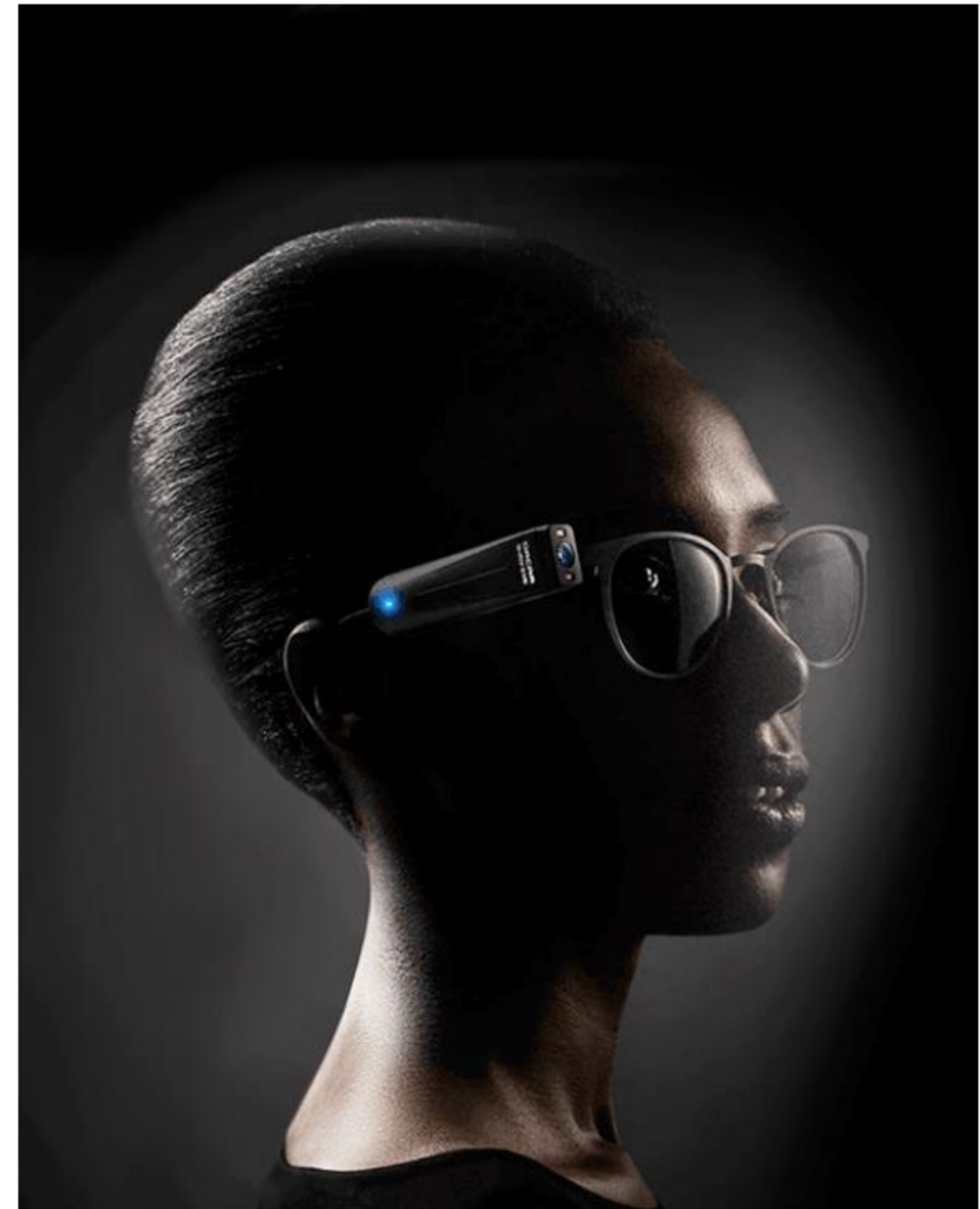
CONCEPT

The concept for these adverts was to show the product's USPs in a clear concise way. Also to make the pace of music and VO quite relaxed as visually impaired people would need to understand it fully.

Various versions of the advert also included global Orcam ambassador Lionel Messi, which really reinforced the brand strength and credibility of the product.

RESULTS

The results have been strong, the product has now developed a good footing in the UK market and the client is building their media spend month on month.





OPTEGRA



BRIEF

Optegra are UK's top rated laser eye surgery provider. They operate in hospitals and clinics across the UK.

Optegra were looking to reach as wide an audience as possible of people needing corrective eye surgery.

Their latest TV ad wasn't generating sufficient leads and conversions for the business. They were considering not using TV as a medium, a decent amount had been spent on the project and it wasn't delivering.

CONCEPT

We explained to Optegra that the issue with the existing advert was a crisis of identity. It was meant to be a responsive advert, but the DR elements were weak.

Hightower stripped the advert back down to it's core elements.

We also completely rejigged the script making it a good deal more fun and punchy. The VO and music was also completely overhauled to give it more umph.

We replaced these with lighter, brighter and bigger graphics creating a more engaging proposition. Increasing screen volume without affecting the lovely visuals.

RESULTS

The result was a very happy client. Reports back from the media agency were that response levels had greatly increased.

Since then Optegra has returned to Hightower for various iterations of the advert, both broadcast and online.





CONSERVATORY INSULATIONS



BRIEF

We were approached by Con Ins and their media company to produce a direct response TV advert which would capitalise on their highly effective product which had mainly been promoted previously in press ads.

The client's aim was to increase the sales venue and expand the company to become the undisputed market leader in the UK.

CONCEPT

The concept decided was to show in a nice visual short hand that conservatories are too hot in the summer, too cold in the winter. We employed "Changing Rooms" alumni Anna Ryder Richardson to give celebrity clout to the concept and campaign.

RESULTS

The advert helped Conservatory insulations beat that first year annual turnover in less than six months.





CLIENT TESTIMONIAL



ANDREW MCDOUALL

HEAD OF TV

LAVERY ROWE ADVERTISING

I have worked with Hightower Video for the past 7 years. Not only do they offer great value for money, but they are experts in creating effective DRTV commercials.

The end product therefore looks polished and professional ... and delivers great results which means happy clients and more TV ad campaigns.

Great team spirit and Luke is always prepared to go the extra mile.



VIC HEYWARD

BRAND MANAGER

BRIGHT

Quality creative is at the heart of what Luke and the Hightower are about.

Luke and the team at Hightower really opened our eyes into what COULD be possible and delivered a video which surpassed our expectations.

They are our 'go-to' for any larger scale projects - especially if they require that really creative edge.

Hightower are full of personality, professional, adaptable and always ready to take on a challenge - Essential parts of any partnership as far as I'm concerned!



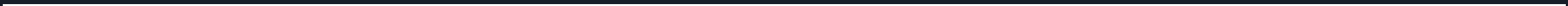
PETER BIGG

MD

VUZO

The team at HighTower are professional and reliable as well as great fun to work with. From asking us tough questions about the brief, to competent and adaptive planning and organising all the moving parts of the shoot, and no lack of patience with us during the edit and final delivery.

The HighTower team have an intuitive sense of what is going to make good content, and they can reliably work their magic on set to make it appear on cue. Will definitely be working together again on our next round of testimonial videos.





HIGHTOWER

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