



RESTAURANT ASSOCIATES

In a busy marketplace, Restaurant Associates were re-branding and needed a film to play on the home page of their website that made them stand out from the crowd. Our brief from Frasers agency was to help them deliver a corporate message to blue chip companies in an engaging way that reflected their passion and excellence. However, it also had to tell or at least encapsulate the inspiring brand story that Frasers had created.

As usual, this meant that we went back to basics, using our process to really get to the core of what we believed Restaurant Associates and Frasers wanted to represent. The first draft script was received with huge enthusiasm from both, allowing us to focus on really bringing added value and the meticulous planning.

With a significant amount of variables the team worked seamlessly and tirelessly across a single busy shoot day.



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