

CASE STUDY

City Space Ltd

City Space is a London based company making cities more accessible by giving people information and useful services where they're needed most. They operate the iPlus kiosks that can be found across most metropolitan cities. It is uniquely placed to deliver a complete 'digital city' infrastructure. City Space approached Ichikoo asking us to produce a series of corporate films providing a helpful, concise overview of four City Space services: transport, wireless, essentials and a product overview.

Ichikoo used City Space stock footage, shot new interviews and edited four films paying attention to the City Space brand image. Using different primary colours for each service, graded footage, split screen editing and simple graphics, Ichikoo met the requirements within the 2 week turn-around. The videos are now shown on the City Space website and used for pitches and internal communications. As a result of the success, Ichikoo have been given the First Capital Connect account for design of the Information screens at FCC railway stations.



"We really appreciate the creative input Ichikoo brought to producing the City Space service films. Working with limited material and to tight timescales, you were able to produce films that were not over stylized, yet had the necessary impact and engaged the audience."

Nick O'Conner (Marketing Executive)

corporate video

