

BEGA Furniture Video

Video Brief



Video Brief for **BEGA** North America

Business and Brand Overview

BEGA North America is looking to make a two videos that:

Introduces the expansion into outdoor furniture

Piques interest of potential customers

Shows off our product line

- BEGA Furniture will deliver comfortable, functional, and timeless designs of the highest quality.
- Made in America at 270,000+ sf manufacturing operations in California & Colorado.
- In March of 2021, BEGA acquired a major stake in the French manufacturer Aubrilam.
- They have been providing high-quality wooden elements outside of North America for over four decades.

- Strongest brand in architectural outdoor solutions (combined 150+ year global manufacturing experience) - trust
- BEGA's core competencies for metal and finishes + Aubrilam's core competencies for wood and stains = premium architectural outdoor furniture - Quality
- Made in America at 270,000+ sf manufacturing operations in California & Colorado (global footprint with 6 operations facilities) - World-class service
- Family-driven designs compliment and integrate with lighting portfolio - Design continuity
- Wood materials secured from sustainably managed forests - Responsibility
- Rep network available for immediate full market coverage - Market penetration
- Shared customer base between lighting and furniture (landscape architects) - Sales excellence

Video Objectives

Short Video (30-60 seconds)

Horizontal and vertical formats required. This will be achieved with 2 cameras

Showcase BEGA furniture only. This video should peek interest while showing the quality and style of the new BEGA furniture. Some of the key takeaways should be:

- Materials – Quality/Durability
- Design Continuity
- Mounting/Accessibility

Long Video (5 min or less)

Horizontal and vertical formats required.

Highly produced, informal/personal delivery, Colorado-feel (jeans and polo).

Target Audience: Landscape architects, outdoor architectural designers, sales partners, general public.

Effectively, entertainingly, and evergreen-ly introduce BEGA Furniture to North America. This video will have one actor performing a walk-through/review of what we like about our furniture products. Setting to take place in dark lab at BC1, Back patio at BC1 and possibly either a Ventura county park or private residence.

We are looking to spark interest while also introducing the BEGA brand to new customers and reassuring the BEGA brand is strong in a new arena to our loyal customers.

Target Audience 01 of 03

Name: Sarah Smith

Landscape Architect

Demographics:

Age: 38

Gender: Female

Marital status: Married

Education: Bachelor's degree in landscape architecture

Occupation: Works as a senior landscape architect in a mid-sized architecture firm

Income: \$90,000 per year

Goals and Motivations:

- Wants to design beautiful, functional outdoor spaces that meet her clients' needs and exceed their expectations
- Is passionate about sustainability and wants to incorporate eco-friendly design practices into her work
- Strives to stay up-to-date with the latest industry trends and technologies
- Seeks to build strong relationships with her clients and earn their trust and respect

Challenges and Pain Points:

- Struggles to balance the creative and technical aspects of her work, as well as project management and business development responsibilities
- Can sometimes have difficulty communicating the value of her services to clients who may not fully understand the complexities of landscape architecture
- Faces tight deadlines and pressure to meet budgets while maintaining quality standards
- Has to navigate local zoning and environmental regulations that can vary from project to project

Behaviors:

- Attends industry conferences and trade shows to stay informed about new products and design trends
- Networks with other architects, builders, and contractors to build a referral base and collaborate on projects
- Relies on technology tools such as computer-aided design (CAD) software and project management apps to streamline her work processes

Communicates with clients through a combination of in-person meetings, phone calls, and email

As a landscape architect, Sarah is looking for solutions that can help her balance the creative and technical aspects of her work while also managing the business aspects of her job. She values sustainability and strong client relationships, and is always seeking to stay ahead of industry trends and regulations.

Target Audience 02 of 03

Name: Lisa Rodriguez

Outside Sales Representative

Demographics:

Age: 35

Gender: Female

Marital Status: Single

Education: Bachelor's degree in Business Administration

Occupation: Works as an Exterior Lighting Sales Representative for a large lighting distributor

Income: \$80,000 per year

Goals and Motivations:

- Wants to meet and exceed sales targets by providing high-quality lighting solutions to clients
- Is passionate about learning and educating clients on the latest lighting technologies and trends
- Strives to build strong relationships with her clients and earn their trust and respect
- Seeks to grow her sales territory and expand her client base

Challenges and Pain Points:

- Needs to stay on top of a rapidly-evolving industry, including new technologies and changing regulations
- Must be able to communicate the benefits of her products to a diverse range of clients, including architects, engineers, and contractors
- Has to manage a large territory and prioritize her time and resources effectively
- Faces pressure to meet sales targets while maintaining competitive pricing and margins

Behaviors:

- Attends industry conferences and trade shows to stay informed about new products and design trends
- Networks with other lighting professionals, including architects, engineers, and contractors, to build a referral base and collaborate on projects
- Uses a variety of sales and marketing techniques, such as cold calls, email campaigns, and in-person presentations, to reach potential clients

Communicates with clients through a combination of in-person meetings, phone calls, and email

As an exterior lighting sales representative, Lisa is looking for solutions that can help her meet and exceed sales targets by effectively communicating the value of her products to a diverse range of clients. She values education and strong client relationships, and is always seeking to grow her sales territory and expand her client base.

Target Audience 03 of 03

Name: John Smith

Hotel General Manager

Demographics:

Age: 40

Gender: Male

Marital Status: Married with two children

Education: Bachelor's degree in hospitality management

Occupation: Works as a general manager for a large hotel chain

Income: \$100,000 per year

Goals and Motivations:

- Wants to provide a comfortable and inviting outdoor space for his hotel guests
- Is interested in durable and high-quality outdoor furniture that can withstand heavy use and varying weather conditions
- Strives to create an outdoor space that is both functional and aesthetically pleasing
- Seeks to differentiate his hotel from competitors by offering unique and memorable outdoor experiences

Challenges and Pain Points:

- Must balance the need for functionality and durability with the desire for attractive and inviting outdoor spaces
- Needs to select outdoor furniture that is appropriate for different areas of the hotel, such as poolside, patio, and restaurant spaces
- Has to stay within budget constraints while still selecting high-quality outdoor furniture that will last
- Faces pressure to differentiate his hotel from competitors by offering unique and memorable outdoor experiences

Behaviors:

- Researches different outdoor furniture brands and products online
- Collaborates with designers and purchasing agents to select the best outdoor furniture options for his hotel
- Looks for outdoor furniture that can be easily maintained and cleaned
- Considers the overall design and aesthetic of the hotel when selecting outdoor furniture

As a user of commercial outdoor furniture, John is looking for solutions that can help him create an inviting and comfortable outdoor space for his hotel guests. He values durability and quality, as well as the ability to differentiate his hotel from competitors. He must balance the need for functionality with the desire for attractive and inviting outdoor spaces, and must stay within budget constraints while still selecting high-quality outdoor furniture that will last.

Short Video Specs

This video is intended to be 30-60 seconds to peek interest in BEGA furniture and to show off the quality of the new furniture products.

- Deliverables: Final video and clips to be used for social media.
- Horizontal and vertical video required.
 - Horizontal for YouTube and other website use.
 - Vertical for social channels and reels.
- Mostly filmed in the BEGA Dark Lab
- Dramatic lighting
- Detailed shots of the wood grain and metal details
- Minimum required products:
 - Square table and 2 stools
 - Rectangular table and 1 Bench - in Polar Oak and Marshland Oak
 - Trash can
 - Planter (with plant) BEGA will need to provide plant
 - Lighting - Portal Bollard and maybe other lighting products
- Key talking points:
 - Materials – Quality/Durability
 - HPL – Scratch, impact, and weather resistant.
 - Aluminum finished in BEGA Unidure - achieve maximum durability and fade resistance.
 - Idea - Maybe we get some shots of the paint line or have a table in the foreground with the powder paint booth behind it light dramatically with poofs of paint like fog.
 - Design Continuity
 - Matches lighting – architecturally neutral [have lighting product in the shot with furniture]
 - Standard BEGA colors for metal match all BEGA products
 - Complimentary HPL colors – Polar Oak and Marshland Oak
 - Mounting/Accessibility
 - Easy to install [maybe showcase a detail]
 - Hidden features ensure timeless design. (no visible screws)
 - ADA compliance
 - Balanced design → function and aesthetics.
- We may want a voice over instead of a lot of text over the video
- We may want some animations over detail images/video

Long Video Specs

This video is intended to be 5 min or less. The idea is for Alec to be in a setting with the furniture and to talk to why we like the BEGA furniture line. He will walk in and sit at a furniture table and possibly get up and walk to other pieces of furniture. We will also want to show the furniture in real life situations with people sitting and using the furniture.

- Deliverables: Final video and clips to be used for social media.
- Filmed in Dark Lab and outdoors
- Vibe: Highly produced, informal/personal delivery, Colorado-feel (jeans and polo)
- Horizontal and vertical video required.
 - Horizontal for YouTube and other website use.
 - Vertical for social channels and reels.
- Minimum required products:
 - Square table and 2 stools
 - Rectangular table and 1 Bench - in Polar Oak and Marshland Oak
 - Trash can
 - Planter (with plant) BEGA will need to provide plant
 - Lighting - Portal Bollard and maybe other lighting products
- Alec to be in dark lab but with a well put together back ground (like a video podcast?)
- Multiple pieces of furniture in the dark lab for Alec to walk to and talk to different pieces.
- Use of models preferred:
 - We would like a diverse group of models both male and female
 - Use of wheelchair for ADA compliance
- Outdoor shots to have lighting products in them to show design continuity
- Key talking points:
 - Materials – Quality/Durability
 - HPL – Scratch, impact, and weather resistant.
 - Aluminum finished in BEGA Unidure - achieve maximum durability and fade resistance.
 - Idea - Maybe we get some shots of the paint line or have a table in the foreground with the powder paint booth behind it light dramatically with puffs of paint like fog.
 - Design Continuity
 - Matches lighting – architecturally neutral [have lighting product in the shot with furniture]
 - Standard BEGA colors for metal match all BEGA products
 - Complimentary HPL colors – Polar Oak and Marshland Oak
 - Mounting/Accessibility
 - Easy to install [maybe showcase a detail]
 - Hidden features ensure timeless design. (no visible screws)
 - ADA compliance
 - Balanced design → function and aesthetics.

- Function
 - Installation
 - Mounting
 - Accessibility
- Balanced Design
- Call to Action
 - Where to buy
 - How to buy

Inspiration

Please use the below video link to see what videos inspired us and why for this project

Short Video Inspiration

[BEGA On-Ground Video](#)

What we have done in the past. This video is one of our first attempts at this style of video. We would like to improve on the quality of shots and movements in this video.

[Google Home](#)

We recognize that this is a fully computer generated video but we like how it shows the features of the product with clean text and also shows it in different settings.

[Apple iPhone](#)

We like how the iPhone is shot close up and has the highlight lighting move along the edge to create some interest. The call out text and animation is simple but elegant (camera at the 1:23 mark). We also like some of the moves at the 0:35 to 1:12 mark with the woman at the table.

Long Video Inspiration

[The North Face Wawona Tent Video](#)

We like how they are in the setting talking about the products. We like how they are shown using the product and the simple movements showing the details as they are talking about them.

[Atreyu Base Trail — Trail Running Shoe Review](#)

This video has some personality but we would want it to look more polished. I do relate to him and like how he talks to the camera. I like the background setup but we would want a very BEGA version of this.

[Features and Specifications of the Interview GO and MagClip GO](#)

We like the background here. The shots of in use is nice and the product shots for the white version is nice.

Expected Video Deliverables

- The main video in horizontal format
- Clips from the video to be used on social in vertical format
- Hard drive of raw footage

Rough Draft of Scripts (Long Video)

Overview: Less than five-minute video showcasing BEGA Furniture – Family 1.

Goal: Effectively, entertainingly, and evergreen-ly introduce BEGA Furniture to North America.

Format: Single actor table-topping/guiding the viewer through BEGA Furniture at BC1/BC2.

Target Audience: Landscape architects, outdoor architectural designers, sales partners, general public

Products: B95000 + B95002; B95001 + B95003; B95004 + B95005 + B95009; B95006 + B95007 + B95008.

Vibe: Highly produced, informal/personal delivery, Colorado-feel (jeans and polo)

Story:

- Intro – dark room with table set
 - o Welcome to BEGA North America!
 - o BEGA Furniture!
 - Leveraging core competencies forged over 75 years of success in architectural outdoor lighting, BEGA Furniture will deliver comfortable, functional, and timeless designs of the highest quality.
 - With a product design approach based on families and brand continuity, BEGA will quickly become your one-stop shop for all your architectural outdoor needs.
 - Let's take a few minutes and quickly walk through this portfolio and what we find to be some fun and important details...
- Products – dark room with all available products
 - o Pitch
 - Have you ever wanted a BEGA bollard to match a bench? Or how about a BEGA floodlight that compliments the planter next to it? BEGA Furniture seamlessly integrates with your built environment in the exact same fashion as BEGA luminaires.
 - o Design set overview
 - Here we can see our XYZ furniture solutions...
 - Table sets
 - Planters
 - Waste management
 - Partitions

- Design Continuity – near waterfall and bollard row
 - o Matches lighting
 - The built environment never consists of a singular material. Downtown skyscrapers integrate metal, glass, and concrete. Outdoor parks have wood, soil, and vegetation. What makes this planet so beautiful is the harmonization of different elements in every environment. With BEGA Furniture that is our design goal: harmonizing different materials to bring built environments to life. Though critically important, this goal is not an easy one. Leveraging multiple materials while homing in on consistent design goals can be a challenge...
 - Our solution is focusing on family-driven designs. So, whether you are going for the design language found in standard BEGA product (as seen on the screen here integrated seamlessly with BEGA Lighting) or something a bit more unique like one of our furniture collections, you will always have complimentary items to fully design with. As seen in previous slides, all finished metal components will come in standard BEGA Unidure finishes to ensure consistency across all product types and collections. Wood and high pressure laminate components will be available in multiple complimentary colors carefully selected to maximize the use and potential of the materials in play.
 - BEGA Furniture will ensure that the right atmosphere for any space is enabled and maintained for years to come, as seen over the last 35+ years with our lighting solutions.
 - Architecturally neutral
 - Same finishes
 - Complementary colors
 - o Timeless forms and design
 - Hidden fasteners
- Quality/Durability – BC1 trail and BC2 park
 - o Materials
 - Carefully selected and tested materials ensure our brand promise of timeless, long-term solutions with BEGA Furniture.
 - Metal is used as a primary structural element for BEGA Furniture. Whether acting as the support legs for benches or the structural shell for a planter, high quality aluminum and/or steel is utilized to ensure longevity and durability. To ensure that the metal components withstand the aggressive environments found in North America, metal components will be finished in our BEGA Unidure finish. This fluoropolymer powder ensures a high level of protection from the outdoor elements and exceptional fade resistance due to UV radiation.
 - As seen in certain furniture products, metal is combined with high pressure laminate (HPL). As the name suggests, HPL is laminate under high pressure. This robust and durable material can withstand temperatures up to 180 degrees Celsius, is scratch and impact resistant, and is very easy to maintain and clean. It can be used all-year round outdoors without being affected by the weather.
 - Aluminum finished in BEGA Unidure

- Durability
- Fade resistance
 - HPL
- Scratch and impact resistant
- Weather resistant
- Easy to clean/maintain
- Function – back to dark room
 - o Architectural outdoor furniture are design elements within themselves, however the primary function of furniture is to make a space suitable for living and working. If they are not functional elements to allow people to sit, eat, work, etc. then that product has missed the mark. With BEGA Furniture, we aim to balance function and design to ensure we are simultaneously maximizing both.
 - o To do so, we start by designing furniture that is functional and accessible to all. When and where applicable, BEGA Furniture will meet the needs of individuals with all body types or specific needs, such as wheelchair accessibility for our BEGA Furniture tables.
 - o A small, but important detail is that BEGA Furniture are static elements intended to be firmly bolted to the ground. This ensures that your furniture will not get legs and wander off in a public environment, and, most importantly, that the initial design, flow, and function of the space is maintained.
 - o BEGA Furniture is designed to be easy to use, easy to design with, and, in turn, easy to trust on any project.
 - o Installation [demo]
 - Ease of use
 - Flat packed
 - Clean installation instructions
 - o Mounting [demo]
 - Easy to mount to the ground
 - Hidden fasteners, etc.
 - o Accessibility
 - ADA Compliant/wheelchair accessible
- Balanced Design
- Call to Action.
 - o Available now (not evergreen?)
 - o Where to buy
 - o How to buy

Sample Delivery Schedule

Products required for Video			
Qty	Product	Color	Estimated Date @ BC1
1	Square table	Polar Oak	On site
1	Stool	Polar Oak	On site
2	Stool	Marshland Oak	6/12/23
1	Bench	Polar Oak	On site
1	Rectangular table (95001)	Polar Oak	On site
1	Rectangular table (95001)	Marshland Oak	6/12/23
1	Trash Can	Polar Oak	6/06/23
1	Planter	Polar Oak	5/16/23
1	Portal Bollard	BEGA Black	TBD

Project Timeline

Ideal production date:	Week of May 22nd (subject to change)
Final video in hand:	July 1st 2023
Go live date:	July 10th 2023

Contact Information

Dave Cox

Brand Manager

[REDACTED]
Cell: [REDACTED]

BEGA: [REDACTED]

Hours Available: 7:30-3:30 M-F

Work from home: Tuesdays and Fridays

Alex Morales

Digital Marketing Specialist

[REDACTED]
BEGA: [REDACTED]

Hours Available: 7:30-5:00 M-Th • 7:30-11:30 F

Work from home: Tuesdays and Fridays

Alec Veldhuizen

Business Development Manager

aveldhuizen@bega-us.com

Cell [REDACTED]

BEGA [REDACTED]

Location: Denver Colorado

Hours Available: 5:30-3:00 PST M-Th • 5:30-9:30 PST F

WonderMouse Proposed Schedule and Quote

Production Schedule

WonderMouse has prepared the ideal production schedule to allow time to capture BEGA Furniture in the highest quality and greatest detail based on the details provided. Each day will be planned out in greater detail once story boards have been created and agreed upon.

Monday:

- Load in
- Black out room
- Set up Lighting
- Stage furniture
- Build grid
- Floor (optional)

Tuesday:

- Shoot all furniture studio shots
- Product shots
- Precise & technical lightning
- Multiple lighting setups and scenes

Wednesday:

- Reset lights
- Reset furniture
- Host presenting products (various vignettes)
- Wrap out

Thursday:

- Bega Property Location
- Set up outside (various vignettes)
- Individual products
- 2-3 "Professionals" (models / actors)
- Wrap out

Friday:

- Home Location
- Set up (various vignettes)
- Individual products
- 2-3 "Family" (models / actors - 1 in wheelchair)
- Wrap out