

CORPORATE MOTION
FILM PRODUCTIONS

Information PDF

Company overview

Corporate Motion was founded by myself David Sinclair in 2007. I'm a prominent filmmaker and photographer based in Leicester, known for my extensive contributions to corporate and promotional video production. I've managed to carved out a significant niche in the industry and have personally filmed edited and produced over four hundred TV style internet based short promotional films. These films help raise my client's business services, turn over and profiles.

My portfolio includes collaborations with numerous high-profile brands such as the Royal Windsor horse show, B&Q, Porsche, Jaguar, Honda, and Subway, as well as media giants like the BBC, ITV, and SKY. Notably, I have produced a 48-minute program for Horse and Country TV, highlighting my capability in handling large-scale projects. My film work spans various sectors, from corporate promotional videos, Expos, bands, to live event coverage and charity projects for organisations like Sing for Water, LOROS, PROSTaid, Cancer Research UK, the RAF Association, and the Special Olympics.

David Sinclair



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(Where the creative work gets done)

The Filming

Process Unveiled



CONCEPT

Let's talk about your idea together over a cuppa and see what your promotional film vision is. I will create a voice over narration which will enhance your business story telling. It also acts as my story board making sure film scenes match voice over narration. (See examples on page 4)



SET A FILMING DATE

Once your film concept has been agreed the next stage is to select a suitable filming date. Filming will take longer on the day than is expected so please allow the whole day for filming.



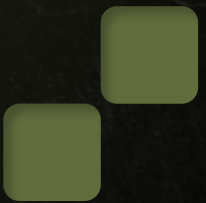
REVIEW YOUR FILM TOGETHER

Once the first draught edit is completed it is then uploaded to a hidden link on YouTube to allow you and other decision makers within your company to review the film. Tweaks are made if necessary then the second draught edit is uploaded for all to review once more.



PUBLISH YOUR FILM TO THE WORLD

Once your film has been signed off it is then a matter of publishing it on all available social media platforms. Your film is now part of your marketing strategy and should be used in conjunction with your existing marketing to help raise your business profile.



Content library

Here you'll find a small collection of promotional films showcasing my work created for clients.



Corporate Motion Show Reel



Promo example 1



Promo example 2



Promo example 3



Promo example 4



Promo example 5



Promo example 6



Promo example 7

Bringing the **Vision to Life**

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A well-produced promotional film is an incredibly powerful tool for promoting your business and can significantly enhance its visibility, audience engagement, and business potential. Boost Brand Recognition and Awareness also your high-quality promotional film will instantly grab the attention of potential clients / customers.

A promotional film is the backbone of a larger marketing strategy. It can be adapted and repurposed for various platforms such as social media snippets, website content, and even digital ads ensuring consistent exposure across multiple channels. It can also serve as a call to action, driving audiences to either visit your business or pick up the phone to engage with you.

In short, a well-produced promotional film acts as a powerful marketing tool that can enhance audience engagement, attract investment, increase visibility, and ultimately help ensure your business is kept in the public eye.

→ In summary a promotional film will help:-

1. **Build brand identity**
2. **Attracting customers and clients**
3. **Increasing engagement and reach**
4. **Enhancing online presence**
5. **Effective communication of complex ideas**
6. **Improving conversion rates**
7. **Standing out in a competitive market**

Incorporating a promotional film into your marketing strategy can be a game-changer for your brand's growth and success!

From concept to target audience

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Your promotional film is an asset to your business that you thought you never required.



Long-Term Audience Engagement - Your promotional film doesn't just work in the short term. It can continue to be used to engage audiences even after it's release, providing a lasting marketing asset that keeps interest alive in the months or even years following the initial release.

It's all about the photograph

Photographs are essential for making a lasting impression, whether for personal branding, business, or special occasions. High-quality images convey professionalism and attention to detail, helping individuals and companies stand out in a competitive marketplace.

For businesses, professional photography elevates marketing materials, websites, and social media profiles, creating a cohesive and polished image that attracts potential clients.

A well-executed photograph also builds trust, as it suggests that the subject values quality and is willing to invest in the best representation of your brand or identity. Moreover, professional photographs capture moments in ways that go beyond what a casual snapshot can achieve.



Testimonials



01. Vimal Chauhan MD - Drive My Car Exec

Dave Sinclair is at the top of his profession. He takes the time to fully understand the business throughout and the vision you want to create, coupled with providing his professional knowledge with what works and doesn't work. Dave is very trustworthy as he has known sensitive information from within our company and to this date it still remains confidential. Trust is a key characteristic within any business relationship.

02. Jessica Deede Okoro - STEM

Was introduced to Dave by TEDx Curator Siddhi whilst he filmed for TEDx Leicester. He has been really friendly and informative during our #STEMsocial conference and has produced an amazing summary video for our event. With an added bonus he managed to capture some amazing stills from the filming and sent them over on the day, for us to us as initial pictures. I will definitely be using Dave in the near future and recommending him to anyone that needs film work done.

03. Kristyan Rachael - Senior Recruitment Exec - Essential Recruitment

I worked with David during my time at Living.tv and throughout the 10 month period I found him to be professional, passionate, accommodating and above all trustworthy. He is determined to find solutions to any problems he's faced with and always goes the extra mile. He has a natural flair for capturing memorable images and always delivers on time. I have no hesitation in recommending David, he is a pleasure to work with and a true gent.

04. Riky Ash Stunt man - Stunt coordinator - Falling for you

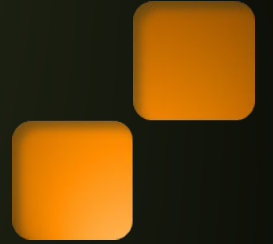
I have used the services of Dave Sinclair and I can only say that the service I received was excellent. Dave's work is of a very high skill and his attention to detail is astounding. Dave produced my new Stunt showreel to a very high standard and delivered exactly when he said he would. Dave has proven to me to be a very reliable and highly professional guy who is very approachable and a friendly person to deal with. He works in a very relaxed manner explaining in clear detail exactly how he intends to achieve the best product to suit your needs. He is very proud of his work and I would highly recommend the services of David to anyone who is looking for high quality professional service from an honest and friendly company.

05. Rob Banner Trustee PROSTaid - PROSTaid Charity

David has produced a quite unique video for PROSTaid. Instantly it has enabled men suffering from prostate cancer the opportunity to see other men talking about the types of treatment that have been offered to them. I can thoroughly recommend David, he produces quality video and sound that is truly excellent. Rob Banner Trustee for PROSTaid Charity.

Like what you have seen? Get in touch and let's see how I can help your business.

Stay Connected and Keep Creating Magic



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