



## Neptune Award Submission – Brand Video

Boston Whaler

# Boston Whaler Brand Video

*Category: Video*



## Brand Video – Description

Filmed over the course of several weeks at Boston Whaler's headquarters in Edgewater, Florida, Boston Whaler's new brand video celebrates the proud heritage and exciting future of the company. Timed for release during the company's 60th Anniversary Kickoff Celebration and Dealer Meeting event, the video features interviews with a range of Boston Whaler employees, all speaking passionately about their areas of expertise.



## Brand Video – Purpose & Rational

From the opening strands of piano music, the brand video strikes an emotional chord. Voiceovers are used to explain historical images and key moments in the company's founding. Music tone changes as the video moves closer to the present and tracks the company's evolution into one of the premier boat-building facilities in the world. Whaler craftsmen are shown at work — hand-laying fiberglass, manipulating CAD artwork, polishing hulls and so on. From there, the video incorporates interviews with actual customers and shows the products in action, underscoring the company's belief in the value of community. Start to finish, it's packed with evidence of Whaler passion, ingenuity and excellence. It concludes with a bold stamp: the company's 60th anniversary logo and tagline, "A Legend and A Leader."

Since its initial launch in August 2017 and YouTube publication on November 15, 2017, the brand video has been shared with employees, dealers, customers and the boating press via direct email communications and shared links from social media. Since publication it has received approximately 850 views and 23 likes (to date). Boston Whaler dealers are encouraged to share the video directly with customers and prospects, and to feature it in boat show displays throughout 2017-2018. Even as a background element in a showroom, the video is a powerful tribute to the legendary brand.



## Brand Video

URL: <https://www.youtube.com/watch?v=04EJUeMgdyl>

Title Screen (appears at 00:02):



