



ONOS

Branded Content Strategy



Celebrating WORK through ART



BRANDA
ENTERTAINMENT

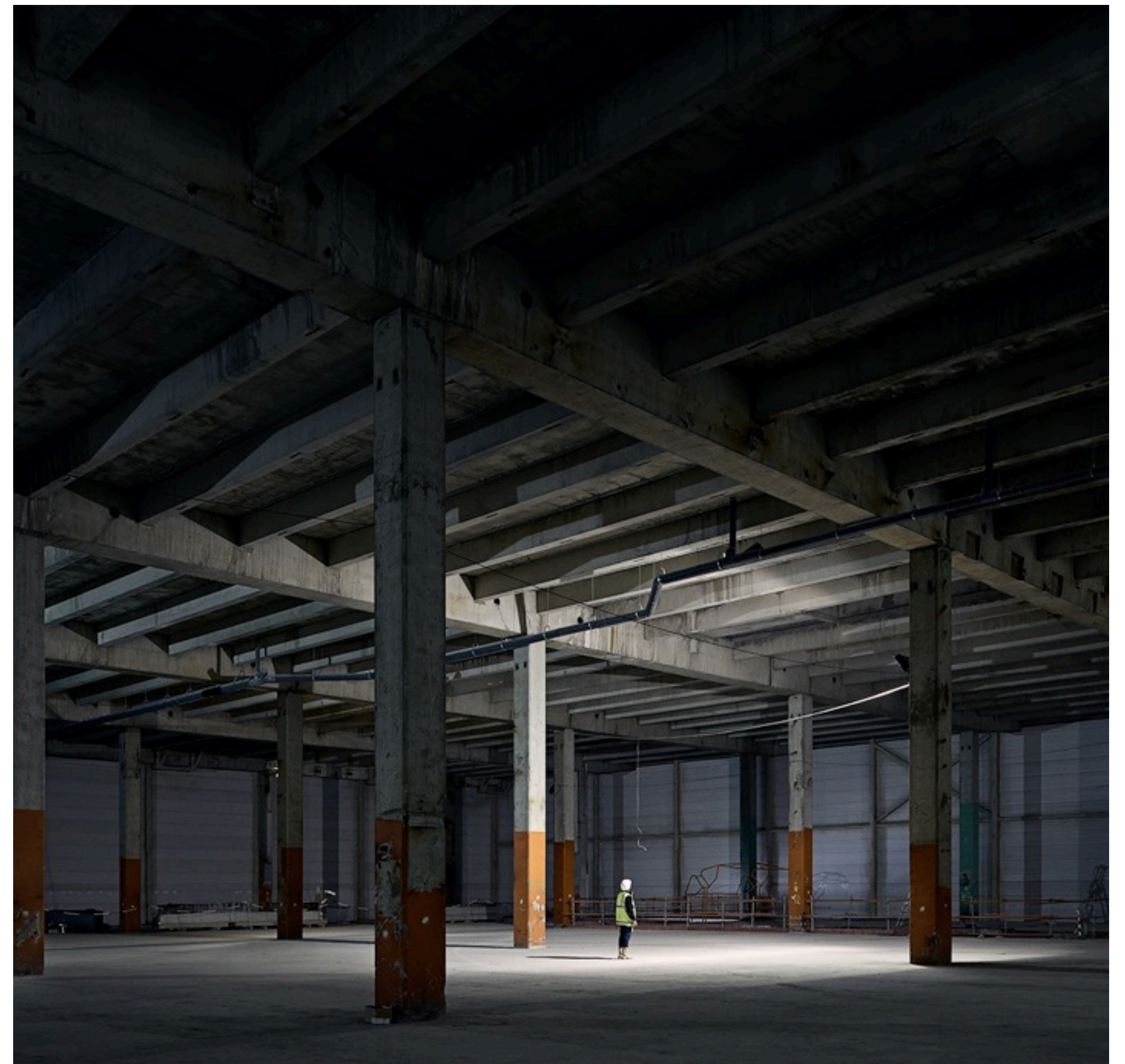
Background

Work has always been a fundamental component in the life of each human being.

It gives us a sense of belonging and allows us to contribute to the development of our society.

We perform at the best of our abilities to support the evolving machine that is our world.

Work as Dance is about performance, hard work and an expression of our individuality within a team.





What is ponos ?

Definition

- PONOS celebrates WORK through a contemporary dance choreography performed by the team members of a company within their own work space.
- This artistic performance is filmed in order to produce content that will be distributed online through own and earned media.
- The whole dance experience involves a Team Building Process, turning the group of employees into a cohesive team.



Highly Effective Strategy

The benefits of developing PONOS in your company are:

- ✱ Encourage Creativity and reinforce a positive attitude.
- ✱ Relieve stress and boost self-esteem through dancing.
- ✱ Increase brain neuro-plasticity while creating an Art Piece.
- ✱ Enhance motivation and collaboration within your team.
- ✱ Achieve brand recognition and favourability.
- ✱ Build Loyalty while going viral.





chorography

The Choreography



The artistic director [Anima May](#) creates a 5 minute dance choreography based on the results of the exploration of movement and emotion originated at the daily work of the employees of a company.

The Performers



The group of performers consist in:

- ✱ Employees (no more than 11 individuals)

The moving engine of a company is their working force. They are indispensable to conceive and perform the art piece.

- ✱ Professional Dancers (no more than 5 individuals)

Experienced dancers help and motivate during the creation process becoming an important part of the choreography.

The Dancers

PONOS is performed by professional dancers

- A team of 5 professional contemporary dancers function as support of the workshop and perform side by side with the employees, helping to create a professional looking performance.



The Workshop

PONOS Workshop develops through 4 non working days:

- Absorption (Day 1)

The performers understand the importance of being part of a system and the realisation of ones value in relation to others and to work through movement.

- Creation (Day 2 and 3)

Aware of that value, the artistic director creates a meaningful choreography to express their unique way to get things done.

- Performance (Day 4)

Finally the performers dance in front of the cameras to acknowledge their daily work.



The Workshop

PONOS Workshop develops through 4 non working days:

● Absorption (Day 1)

In a blended learning format that mixes professional coaching and conscious movement, employees discover the hidden dynamic they have with their work colleagues.

Each performer will be coached to find how their talents, the things that they love and their values already pop up in their work each day. Helping to deduce what truly gives them a sense of purpose.

● Creation (Day 2 and 3)

Aware of these dynamics as well of the performers' individual sense of purpose, the artistic director creates a meaningful choreography and teaches it to the performers

● Performance (Day 4)

Finally the performers dance in front of the cameras to acknowledge their daily work.



The Spaces



The locations are chosen specifically for each company:

● Core

This interior location may represent the heart of the company, its core. Some examples are: the computer servers room, the factory line, the headquarters offices...

● Shell

This exterior location symbolises the infrastructure of the company, its front face. The corporate building façade, the warehouse building, the factory...

● Branches

This interior or exterior location embodies the bounding element of a company with their environment. It could be the retail shop, the distribution center...





COZZI BUILDINGS

Team Building



- 87% of employees are disengaged.*
- Re-connecting humans with their purpose and expressing that connection is one of the most effective ways to stimulate engagement.
- Through PONOS, employees experience a potentially paradigm-shifting teambuilding workshop.
- In which they challenge, reassess and often recreate the relationships they have with their work.
- Becoming aware of the impact they generate as well as their interaction with their colleagues.



The Process



The teambuilding journey at PONOS works on 3 levels:

Phase 1

Understanding where my work/colleagues trigger me in comfortable and uncomfortable ways.

Phase 2

Understand how I am choosing my own reactions and gain an awareness on the mindset that I want to have.

Phase 3

Build a vision for purpose at work and set out a commitment on how I want to inspire myself and others.



Team building benefits

Benefits for the company and the team

- A unique motivational experience.

In this customised workshop participants will get clarity on their individual purpose and leadership vision at work. Even if they are not in a leadership position.

- A more engaged team.

Organisations with an engaged workforce outperform their peers by 147% earnings per share. *

- Respect and trust building.

PONOS is a daring project. A leadership level that allows honesty and is willing to not sugarcoat is the one you esteem.



Deliverables

Workshop and Central Insights

- A unique and often times transformative teambuilding experience that connects people with their purpose and their colleagues through conscious movement.
- Central Insights Document - relevant for HR.
- Follow up with HR – optional.



branded content

Strategy

PONOS, as a branded content strategy, helps the brand to:

- BUILD an audience,
- GET customers and
- CREATE advocates.

Strategy

PONOS storytelling has a purpose

To share with an online target audience the deep commitment of the brand to their employees and present how the team members strive to live up to the expectations and successfully accomplish the assigned task through an artistic expression.

Benefits

PONOS:

✱ Reinforces The Brand's Story

Incorporating a fully developed narrative can help strengthen the awareness of the brand. Branded content is inherently a storytelling device. The opportunity to focus the core message of the brand in an engaging manner further influences the audience.

✱ Taps into established audiences

The digital age has created micro-celebrities who have millions of online fans. Branded content campaigns typically launch online. The company has the opportunity to connect with influencers and tap into their large network of followers and their communication reach can grow significantly.

✱ Gives people a reason to pay attention

When an audience connects with a brand on an emotional level, it spurs them into action. It invites them to develop a deeper relationship with the material. Branded content connects with people through storytelling and creates an emotional relationship.



Deliverables

FILMS

🎬 Dance Film

Up to 5 minute cinematic video showing the final choreography. Choreographer Anima May explores the idea of conscious movement related to work. The employees, supported by the dancers, perform within their daily work space. The result is a mesmerising scene of skilfully crafted contemporary dance that builds up to a momentum that doesn't cease until the end.

🎬 Documentary short film

Up to 15 minute film displaying both the creative and the human process. Filmmaker Alejandro Marcos captures the movements of the dance but also helps the audience to become a part of the experience. The cameras follow employees and dancers interacting, becoming instruments with which to create the complex and elaborate art of cinematic choreography. It combines cinema vérité footage from the workshop showcasing insider interviews, behind the scenes and testimonials of all performers. The montage has a compelling storytelling depicting the emotional voyage of the participants on their quest to celebrate their work together.

Deliverables

CONTENT

Social media is a noisy place. In order to capture the attention of an audience is mandatory to create high quality content that is relevant. In order to get engagement, PONOS creates compelling content that promises a human experience in exchange for the audience time.

● Trailers and teasers

2 trailers, 2 minute long approximately featuring a preview of both the Dance film and the documentary short film.

Up to 3 teaser videos of 30 seconds showing anecdotes, bloopers or emotional moments.

● Photography

Still photographs in color and black and white presenting the highlights of the experience, capturing emotion and artistic movements within the work space.



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About us

- BRANDA Entertainment is a consulting firm dedicated to high-level synergistic research on NEW BUSINESS OPPORTUNITIES specially conceived for Arts, Theatre, Television, Film and the Music Industry.
- We have developed THE THINK TANK, a group dedicated to problem solving and research of IDEAS, creating new branded entertainment projects designed for major brands and aiming to worldwide investors.

Alejandro Marcos

Chief Creative Officer in Branda Entertainment, film director and fine art photographer. A broad decades long experience in advertising, communications and content industries.

For the last ten years he has focused on Branded Entertainment, working for blue chip companies.

He is also Executive Producer in Videos and Film Come True, as well as maintaining an exhaustive artistic activity.

Commended photographer and award winner of the Sony World Photography Awards 2017.



Contemporary Dance

Anima May

Swiss-Italian performing artist specialised in contemporary dance, choreography for films and television with a bachelor degree in dance from CODARTS University, Rotterdam.

Anima May uses her compassion to other human beings as the source of her artistic creation focusing on capturing emotion through movement.

Always experimenting with new techniques, May has inspired audiences to re-think the possibilities of dance.



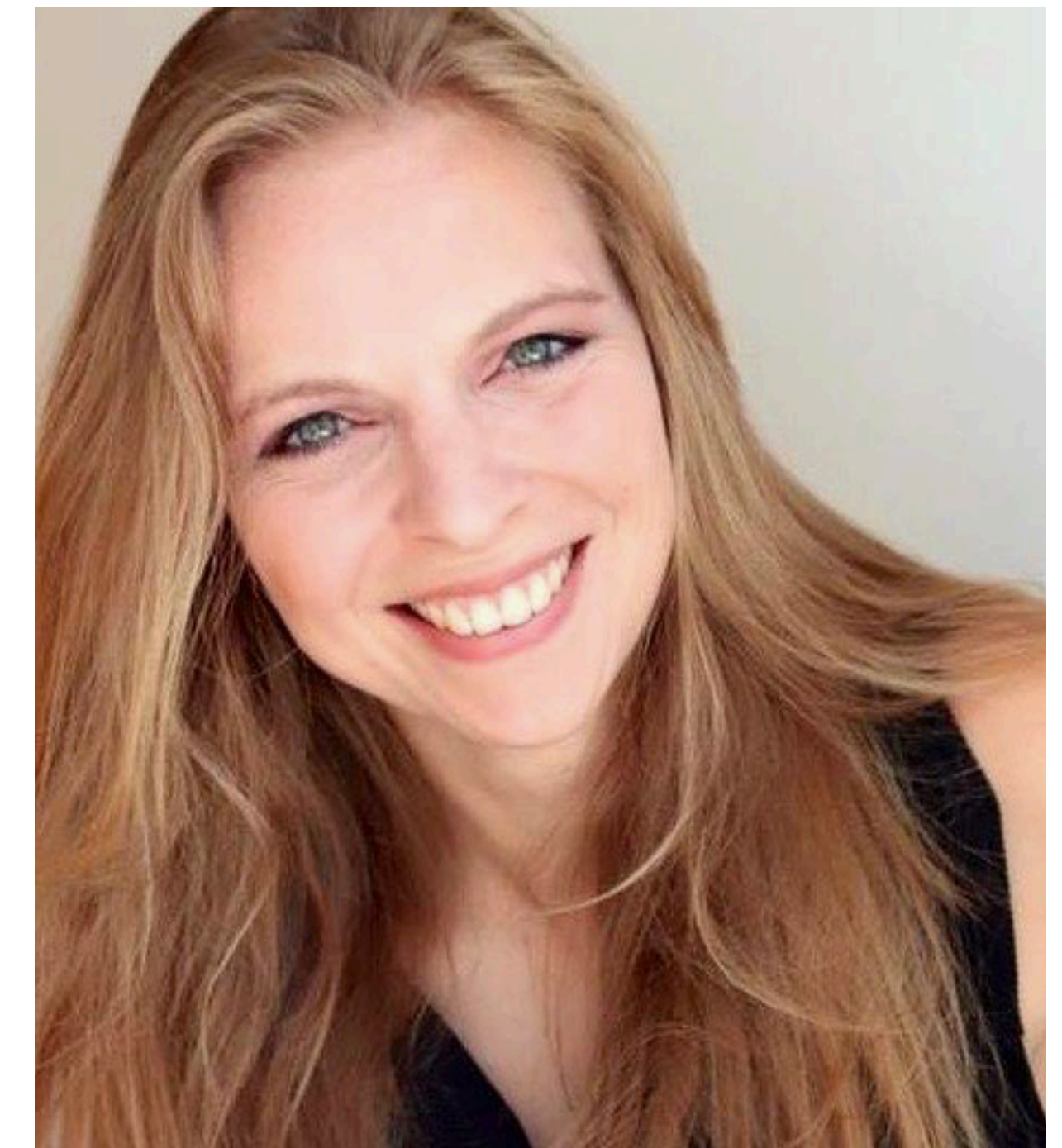
Astrid Schrader

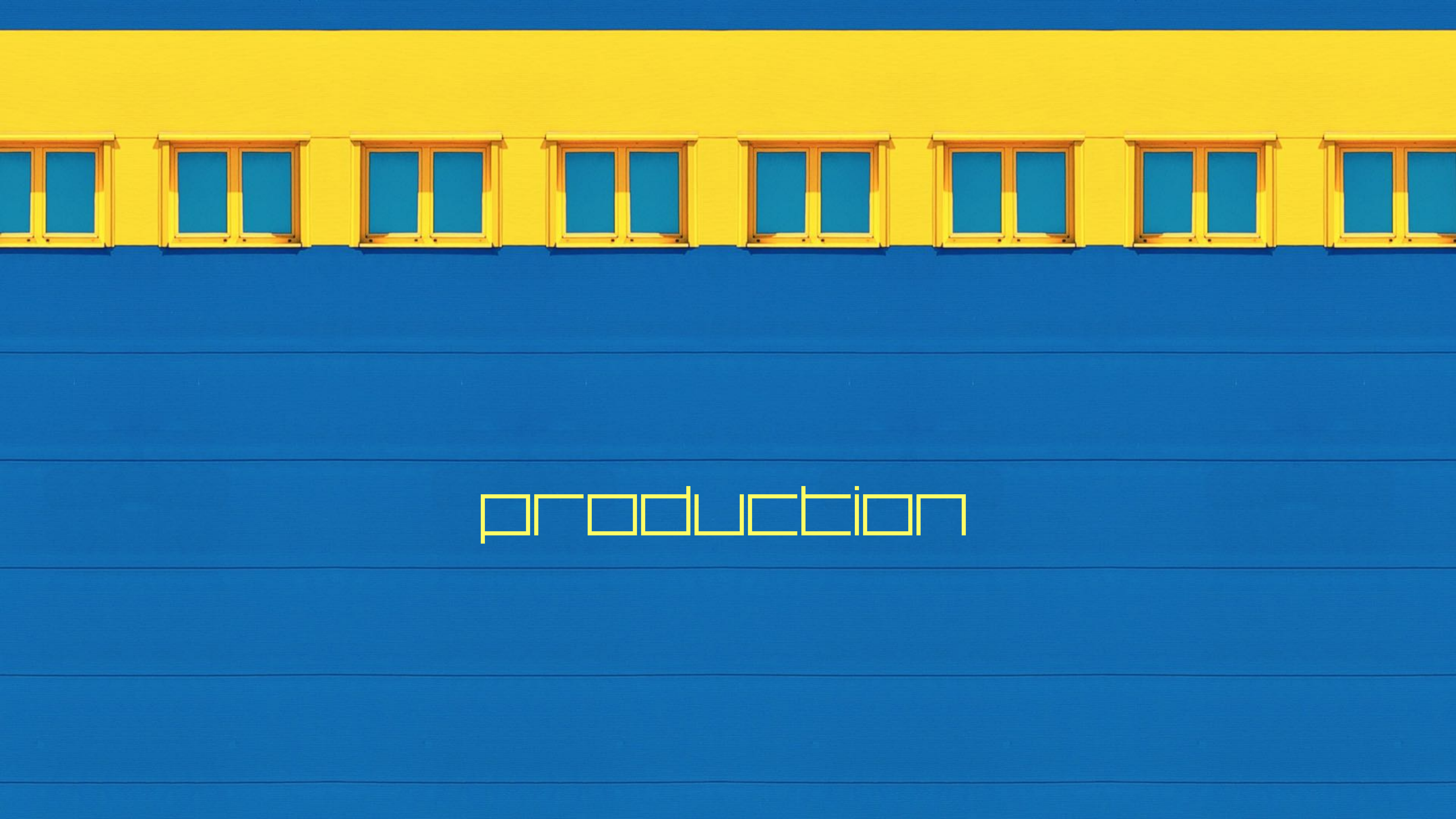
International coach, NLP practitioner and teambuilding artist since 2005, former Management consultant and facilitator at large scale international conferences.

Astrid coached 100+ organisations across the globe and contributed to dozens of think tanks and non-profit initiatives.

96% of the alumni of her highly personal leadership seminars call it the best (67%) or one of the best events (29%) ever attended.

She was a Youth Delegate to the United Nations and holds an MBA from INSEAD.





production

Costs

Includes:

- Briefing and development
- Eleven employees team building 4 days workshop
- Films and Content
- Final delivery: master files and documentation

75.000 €
plus travel expenses



thank you

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