

# **ALLOTT & ASSOCIATES LTD**

Public Relations and Marketing Consultants

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## **ALLOTT MOVES INTO DVD PRODUCTION**

Yorkshire based public relations and marketing agency, Allott and Associates Ltd, has recently completed a DVD project for the global packaging company, Sealed Air Ltd - known inventors of Bubblewrap™ - and is now offering a specialist video consultancy and production service for UK businesses.

Working closely with the Bradford division of Sealed Air and numerous employees in America and France, Allott and Associates Ltd won the order earlier this year and has since filmed on location in Lancashire at the famous wallpaper manufacturer, Graham & Brown, where Sealed Air recently installed a number of packaging machines. The project has sparked a lot of interest resulting in Allott and Associates Ltd winning further projects.

As part of 2006 marketing strategy Allott and Associates Ltd is now promoting its DVD and video production capabilities, which includes script writing, directing, co-producing, and editing, to existing and potential clients with the aim of moving the business forward with this new service.

After filming, the footage can also be converted by Allott & Associates Ltd into a format that allows it to be downloaded from a website in bursts of between one and five minutes. The film can be downloaded or viewed by anyone using a broadband connection or mobile phone. The film clips are extremely useful for showing a variety of different scenarios such as a working machine, conference, service profile or company overview.

PR Executive, Amy Littlefair, commented on the Sealed Air project: "The video segment filmed at Graham & Brown will be used as part of a corporate DVD, featuring successful sales stories from around the globe and will be watched by hundreds of in-house Sealed Air employees for training purposes.

**News release Allott PR6 continued:**

“The main challenge with this specific project was to ensure that the style and content was consistent with other parts of the DVD that were previously filmed and that the messages could be communicated effectively to non-English speaking Sealed Air employees around the world.”

In addition to the Sealed Air DVD, managing director of Allot and Associates Ltd, Philip Allott, is working on a separate film project called ‘*The secret history of our towns and cities*’. Filming of the series starts next year and should appear on television sometime in 2007.

Complementary to Allott and Associates Ltd’s DVD and video production service, the company specialises in business-to-business PR and has a large portfolio of clients in the food, packaging, pharmaceuticals, engineering and allied sectors.

Reflecting on the Sealed Air video project, Amy Littlefair said: “This was an unusual job for Allott’s and I was excited to take on the task. We had a very tight deadline to work within and a very specific brief but we exceeded the clients expectations and I’m now looking forward to completing similar projects in the near future.”

**ENDS**

***For further details please contact***

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