



Superfast broadband facilitates MediaHound Films specialist work

Business Profile

MediaHound Films provides photography and video services, holding contracts for corporate training videos and is looking to expand their business opportunities geographically and increase their client base.

Industry

Film and Media

Geography

Based in Highbridge, Somerset
Clients across South of England

Benefits

- Superfast broadband
- Business support
- Cost-effective, professional environment
- Networking opportunities

Results

- Increased traffic to website
- Doubled business leads and opportunities
- 3 feature films secured for 2016
- Collaborative working

MediaHound Films started simply as a man and a camera providing photography and video services to businesses, in particular for a leading low cost airline carrier, with a focus on corporate training videos, recreating real life scenarios using simulators.

The Challenge

Two years ago Simon Knight, MediaHound Film's Cinematographer, decided to branch out into music videos and expand its business opportunities. It was at this point the business sought office space to enable them to carry out more work, create a professional business presence and win bigger, national broadcast contracts.

The Solution

Highbridge Enterprise Centre was the ideal location for MediaHound Films with its superfast broadband connection facilitating high-speed video upload to their clients. The Centre became the permanent address providing a professional front to the business, a landline telephone number for companies seeking video or photography services and flexible work space and meeting rooms.

Simon said: *"The Centre is such great value for money, and with all the additional benefits it was a no brainer. Since my arrival at the Centre it has been fantastic for building networks with the other businesses here. This was a real motivator and increased our dedication to realise the potential of the business and break into the local and regional market. Being in a competitive market we focussed on our strengths – being able to provide specialist ultra high definition video – and began to help our customers understand the advantages and benefits video can produce for their business."*

While MediaHound Films began to understand the local market Somerset Business Advisor, Wayne Loschi, provided free marketing advice to Simon. All tenants of Somerset Enterprise Centres receive free business advice from an impartial, SFEDI trained business advisor.

Simon continued: *"Wayne's independent advice helped us look at the functionality of our website and our target audience. We identified a need to increase our social media activity to establish our name in the local community and explain how we can help their business needs. Once we had connected with businesses, the Centre provided us with a great base to hold meetings."*



“ We create music videos, training films, TV advertising and feature short films. The broadband speeds at the Centre are fantastic as we upload a number of videos to clients on a regular basis. The convenience of the geography of the Centre means that I have a short commute from home and I can access a number of my clients along the M4 corridor to London, easily. The cost of the facility is great value and I can present myself as a reputable business in a professional environment. The added bonus of having business advisors on hand is great as I will be seeking advice on my business plan and marketing strategy. Working alongside other tenants has given me a number of ideas of how I could expand my business model. ”

Simon Knight, MediaHound Films

The Results

Within a month MediaHound Films had generated 150 likes on Facebook and increased traffic to their website by 30%. The time spent engaging with businesses has doubled, creating a pipeline of leads and business opportunities. In 2016, MediaHound Films aims to continue its trusted relationship with its clients and take its training model and share it with the other leading service providers. Having diversified their market and created a number of pilot feature films to demonstrate their skills, Simon is involved in three feature films for next year in Dartmouth, Brighton and Bath. The company is expanding both its breadth of services and geographic spread, something they are working hard to continue in the future.

Simon explained: *“To continue to build the business I will be looking to expand the team in 2016. With a sales person on board we will be able to reach out to our customers, promote our work and acquire more business while we are busy putting the films together. As we are working over a larger geography now, we may need to use the video conferencing facility at Highbridge Enterprise Centre to hold meetings and discuss scripts.”*