



FROM THE HIP
VIDEO PHOTO

CASE STUDY:

Client:
De'Longhi
Sector:
Domestic Appliances



Supporting global brands with professional video content

We've supported De'Longhi [and its sister brands Kenwood and Braun] for many years now. By building great relationships with product managers, we're part of their launch process for new products, helping them to create a range of video assets that support their internal and external marketing and sales processes.

We talked to Alessandra Cappella, a Product Training Specialist at De'Longhi's Appliance Team in Treviso, Italy. We work with Alessandra regularly, helping her to put together 'How to' videos that sit on the company's YouTube channels, giving customers step-by-step guidance on how to do everything from unboxing the product, to using all the features.

"For our biggest product launches, we can have a playlist of up to 10 videos," says Alessandra. "We cover everything that our customers might need to know – from how to put the product together, to general cleaning and maintenance. We have been working with From The Hip for many years, and they always produce great quality, useful video content that aligns with our existing marketing materials, so we know we can rely on them to deliver every time."

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Video without voiceover

One of the changes that De'Longhi has made to its 'How to' videos is to remove the voiceover and just focus on the visuals. "We have made this change because it is much easier for our markets around the world to adapt videos without voiceovers," says Alessandra. "There's no need for them to translate the commentary, and the videos automatically become more user friendly."

For us, that's meant working closely with the De'Longhi team to make sure we really understand the brief they provide. It's particularly important to get this right because of all the technology and features on the appliances. So by scoping out the brief and storyboard before we start, we can make sure we are focussing on the right button or highlighting the right area of the machine.

Seamless remote filming

"On the day of the shoot, From The Hip are great," says Alessandra. "Because I am based in Italy and they do the shoot local to their base in Surrey, the guys call me and show me around the set on a video call to make sure I'm happy with the set up. This means I get a good feel for how they are doing things and we can sort any issues out before the shoot begins."

"I am totally confident in From The Hip and the quality of work they produce. They are responsive, creative, patient and able to work with us when our priorities or deadlines change. I totally trust them in terms of leaving them to be creative – I give them the brief and sometimes I write actions, but generally they know what they need to do – they have been working with us for many years, so it comes naturally to them. I really enjoy working with the team – and the results are always great!"



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Take a look at some of our other De'longhi films:

- De'Longhi Eletta Eve coffee machine - [how to video](#)
- De'Longhi Eletta Explore coffee machine - [how to video](#)

For more insight into our work with sister company Kenwood see:

- Kenwood food processor [Rosti recipe film](#)
- Kenwood toaster [features and benefits film](#) - Abbey Lux range

We don't just do appliances.

- We also work with companies on [food and drink products](#)



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