

Nabarro LLP Graduate recruitment short films.



Making Nabarro's people the stars of our latest production.

As a curtain-raiser for our forth coming and fourth graduate recruitment campaign for long-time client Nabarro LLP in 2016, they asked us to create and produce a series of four short films.

Clearly, the law firm's brilliant people would take the starring roles, but another important part of the brief was to showcase Nabarro's stunning new building – a high quality working environment sure to appeal to ambitious young would-be lawyers.

From initial recce to final cut, Neon took care of the entire production. We devised the structure and outline script; art-directed the shoot; composed the music; and spent long hours in the editing room, getting every detail exactly right.

So we're pleased to say that everyone at the firm was delighted with the end-product and we'll be hoping for an equally positive reaction from potential legal superstars of the future – now that the films are on the firm's graduate recruitment web site and the Nabarro LLP Graduate Recruitment YouTube channel, as well as showing at law fairs around the country.

The last two previous Graduate Recruitment campaigns produced by Neon include 'Don't just warm a chair, choose the perfect seat' and 'Your future as a lawyer. Leave nothing to chance.'

Kind words...

"We've really loved working with Neon on our recent filming project. Having worked with Neon for a number of years, we were confident that they understood the culture of our firm and the message we wanted to portray.

Neon invested time in getting to know the building and key filming spaces, so they were ready to hit the ground running when filming started. They also prepared a really useful Q&A guide for our interviewees, which made the whole process easier – they had already identified important points for our interviewers to talk about.

Their relaxed manner and friendly personalities meant that our interviewers felt relaxed working with them, which was really important when you're feeling the pressure being filmed!

Neon was always fast to respond to editing requests and worked closely with my team to ensure that we were happy with the final product.

The end result is four high-quality films which really showcase our firm to help attract the right candidates to apply to us. Thank you Dana for all your hard work and effort, it has really paid off and we're very excited about showing off our new films!"

MEL BROOKING
Graduate Recruitment Manager
Nabarro LLP

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