

## **Crews Control**

### **Mission Statements & Value Propositions**

10/04/06 – First Draft

#### Mission Statement – Version 1

Crews Control embodies a commitment to innovation in our industry, a promise to be passionate about what we do, and a dedication to the success of our clients' film and video productions.

#### Mission Statement – Version 2

Crews Control strives to serve both our company and our clients with innovation, passion, and personal responsibility.

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#### Value Proposition – Version 1 – Fortune 500 Targeted

Crews Control connects Fortune 500 companies with the most talented film and video crews around the world. Our agency's sole focus is selecting the perfect crew for each job—in any city and at a moment's notice.

#### Value Proposition – Version 2 – Holistically Targeted

Crews Control connects corporations, organizations and government agencies with the most talented film and video crews around the world. Our agency's sole focus is selecting the perfect crew for each job—in any city and at a moment's notice.

#### Value Proposition – Version 2 – Customer Service Focused

Crews Control connects corporations, organizations and government agencies with the world's most talented film and video crews. Because it's all we do, we can offer our clients the quickest response time when they need to book a crew, and then provide the most dedicated customer service. We help you keep your shoots under control.