

Crews Control

Mission Statement, Value Proposition & Tagline

Final Versions

Mission Statement

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

Value Proposition

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.

Tagline

Good People.

Tagline Creative Brief

Overview

The phrase "Good People," is short, sweet and powerful; much like the way Crews Control discusses its business and its difference. The use of a phrase allows the tagline to come off as "high brow." In other words, it beckons the reader to draw their own (educated) conclusions in regards to how "Good People" refers directly to Crews Control. Imagine handing a Crews Control business card to someone. They read the tagline – what is their reaction? If they already know the company, it clicks right away. If they do not, it is likely that they

make a comment or ask a question about it. We want to make the audiences talk about Crews Control and ask questions. This opens the door for an open ear. An open ear is receptive to a sales message.

Note: If we were to go further with defining the tagline, for example "Good People. Great Service." we run the risk of saying a little too much and therefore coming off slightly lower brow. With the tagline spelled out like this, there is no conversation needed about it. The concept with "Good People" is to market to an educated audience with meaningful language that they can mentally interact with rather than language that does the thinking for them.

Crews Control's Difference

The concept of "Good People." is a strong idea simply because it highlights two key factors integral to Crews Control's difference:

- 1) Crews Control screens talent stringently, and Crews Control turns away talent that the competition would scoop up.
- 2) Crews Control goes the extra mile from a customer services perspective and employs only exceptional individuals who fashion strong bonds with Crews Control clients.

These key differences are summed up in two powerful words "Good People."

The Concept Elaborated

The tagline, "Good People" speaks to directly to Crews Control's business. Namely, Crews Control is in the business of providing exceptional, quality crews. In other words, Crews Control is in the business of finding *Good People*.

The tagline "Good People" has that wonderful meaning that is so rarely used because so few are actually worthy of the accolade. It's part of the colloquial expression: "They're good people", or even, "She's good people." This is a magnificent expression people use to convey a bond or mutual admiration for another person or business. It implies that you're on the same team, share a common set of values and have a relationship. For Crews Control, "Good People" speaks to the video crews as good partners to work with who know where the great talent is hidden. Why are Crews Control's crews good people to work with? Because Crews Control takes care of its clients. And the clients keep coming back for more. Ultimately, "Good People" speaks to the customer satisfaction that is at the heart of Crews Control's core value. After all, Crews Control is *Good People*.

For a company that supplies quality video crews (people) and delivers consistent customer service from only the best employees, this tagline says it all.