



CASE STUDIES THAT GROW YOUR BUSINESS



**A CASE STUDY
TELLS THE
WORLD WHO
YOU ARE.**

**A SEVEN
VIDEO CASE
STUDY BRINGS
THEM TO YOUR
DOOR.**



We've been creating case studies for decades. The kind that provoke emotion and drive action.

It's a craft we've honed over hundreds of productions for companies around the world. We call it The STORY method.

Plenty of people can film someone saying nice things. We'll tell the story your audience needs to hear, to deliver the results you need to see.

YOUR STORY

An effective case study drives action. It builds momentum, leading the prospect away from frustration and delivering a ready-made path to success.

Our STORY framework has been perfected over the last decade to do exactly this, and deliver the results you need.

S

SET THE SCENE

First impressions matter. A bold, attention-grabbing opening is an essential hook to pull viewers in.

T

TACKLE THE PROBLEM

Putting your clients' pain points in the spotlight establishes your experience, empathy and expertise.

O

OFFER THE SOLUTION

Take their pain away. Demonstrate how you approached the client's particular problem — and how you solved it.

R

REVEAL THE RESULTS

You made an impact, tell people about it. Showcase clear, tangible results, and the positive effects the client experienced.

Y

YOUR NEXT STEP

Deliver a strong call to action. Leave your audience feeling inspired, and eager to get started.

CASE STUDY OPTIONS

BASIC TESTIMONIAL



This is on-the-fly creation, with minimal pre-production.

We'll visit a single location to shoot interviews with 1-2 clients over 90 minutes, and produce two tight one-minute testimonial clips to camera, without scene-setting B-roll footage.

PRO CASE STUDY



Because preparation is everything, we'll design interviews and outline storyboards in pre-production. It's the attention to detail that keeps your message clear and compelling.

You'll get a full day's filming of 1-3 interviews on location, and additional B-roll filming to set the scene in your 2-minute case study.

PREMIUM CASE STUDY



You're on the red carpet. Each of your 1-3 interviewees gets pre-production prep, you'll get full storyboarding, and we'll carry out a day and a half filming.

Combining advanced motion graphics and a cinematic edit, this is the very best version of your story.

Perfect for

Length

Interviewees

Subtitles

B-roll

Text Graphics

Custom Motion Graphics

Cinematic Treatment

Price

+ Travel and Expenses



BASIC TESTIMONIAL

Quick, simple client and event testimonials.

1 MINUTE

1



1 x video **£1,600**

2 x video **£2,750** £1,375 p/video

3 x video **£3,750** £1,250 p/video

OUR MOST POPULAR PACKAGE

PRO CASE STUDY

In-depth, complex product and service success stories with a narrative in mind.

2 MINUTES

1-3



£3,300



PREMIUM CASE STUDY

High-impact showpiece case studies for product launches, marketing, and brand building.

3 MINUTES

1-3



£4,800

SOCIAL MEDIA CUTS

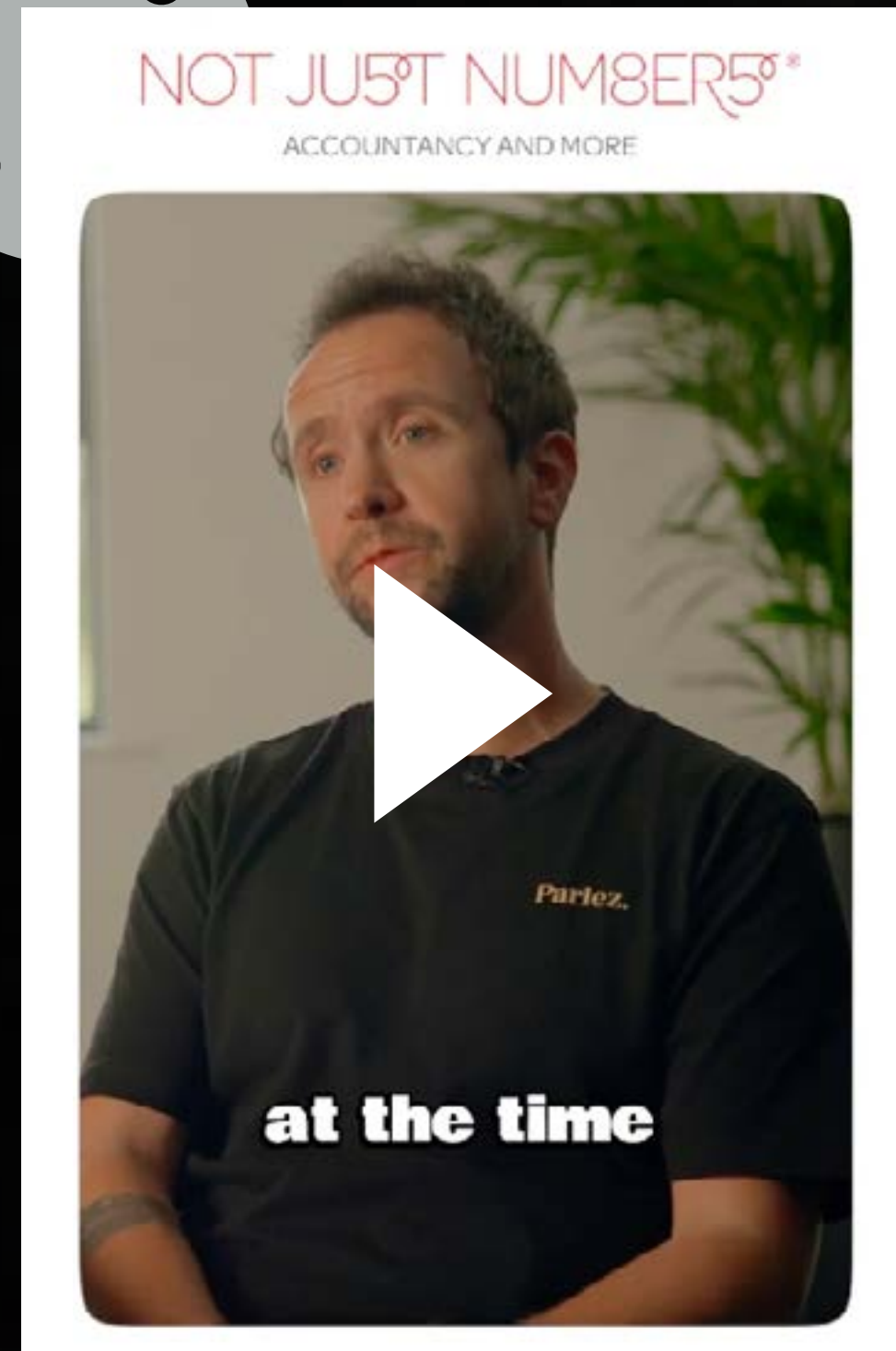
Put your social channels to work with targeted, feed-optimised short form videos.

We carefully plan your social cuts during pre-production to produce 2-4 pieces of focused, digestible content tailored to your key results and features. The kind that support and enhance the main video — and your business goals.

Important messages that get discussed briefly in the overarching video are given more depth, detail and dedicated content in their own strategic social clips.

PRICING

2 for £400
4 for £600



NOT JUST NUMBERS
Time Saving



NOT JUST NUMBERS
Results

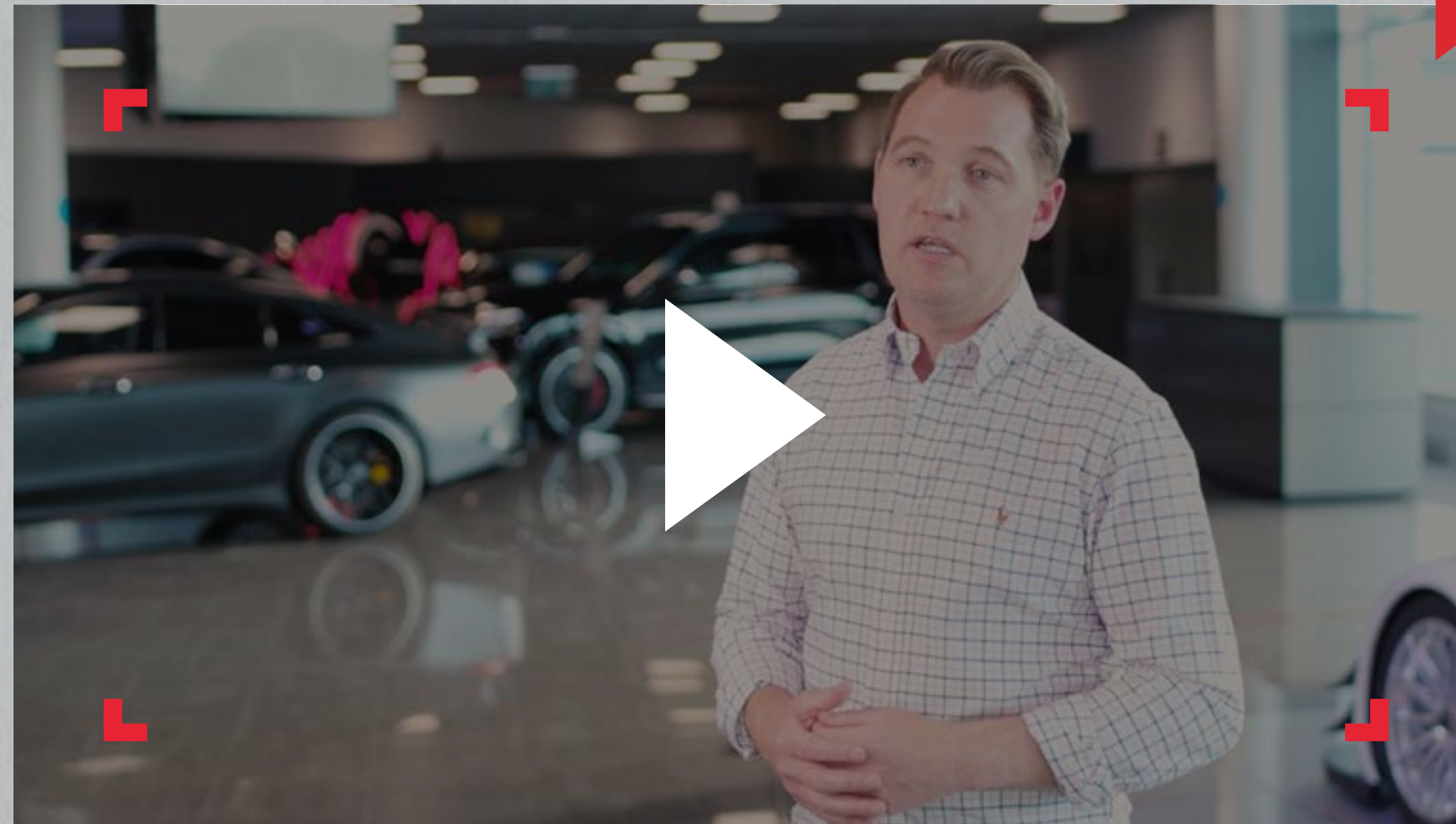
300

BASIC TESTIMONIALS

Produce simple, professional client stories with minimal overhead.

PERFECT FOR

Quick, straightforward client and event testimonials.



**CITY
FIBRE**

Onecom

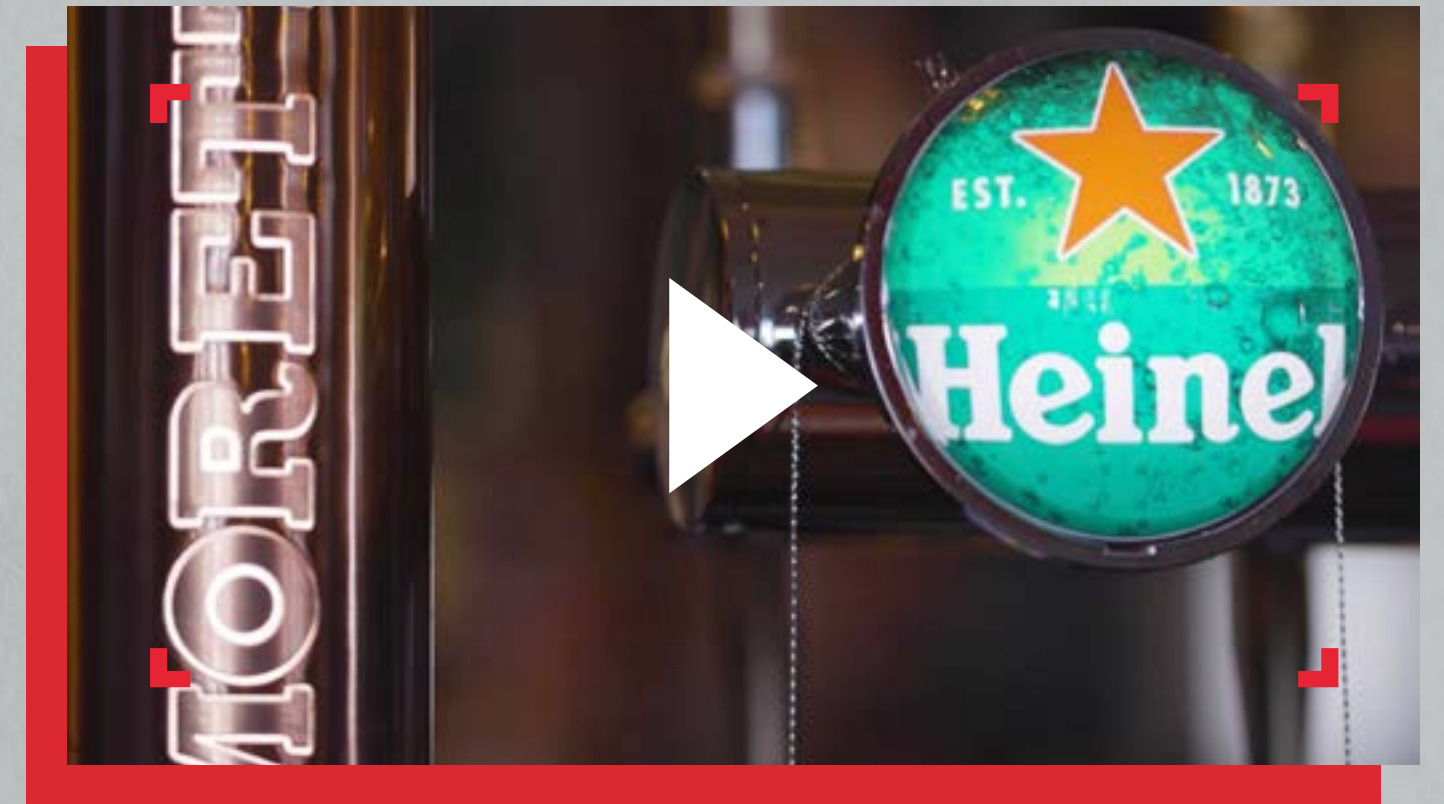


PRO **CASE STUDIES**

Introduce pre-production and graphics to start building complex, targeted narratives.

PERFECT FOR

In-depth, complex product and service success stories with a narrative in mind.



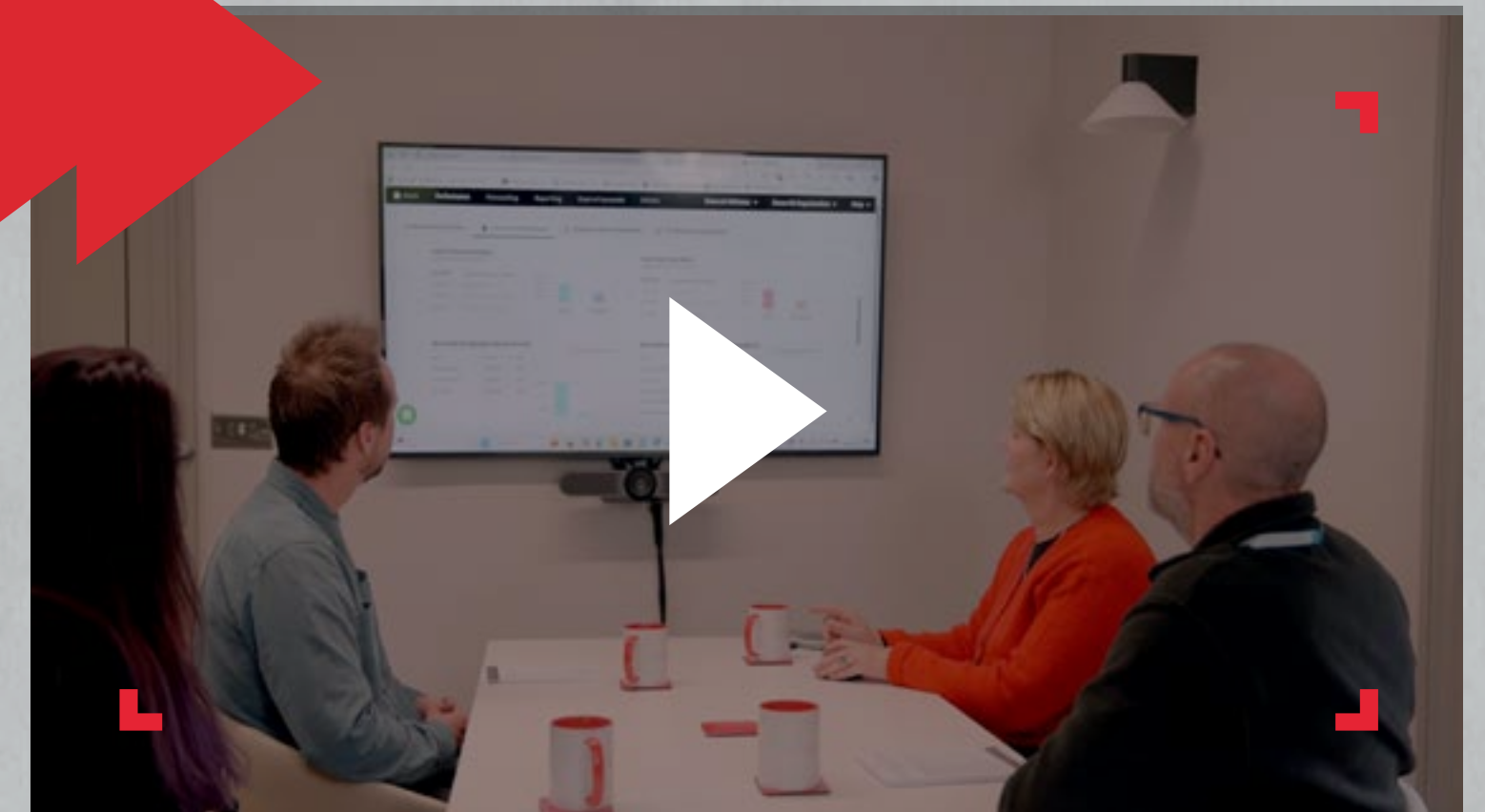
STAR PUBS & BARS

Unicorn Inn



RADIOCOMS

Manchester Airport



NOT JUST NUMBERS

Seven Video



PREMIUM CASE STUDIES

Tell your most cinematic story with scripting, advanced motion and effects, and in-depth pre-production.

PERFECT FOR

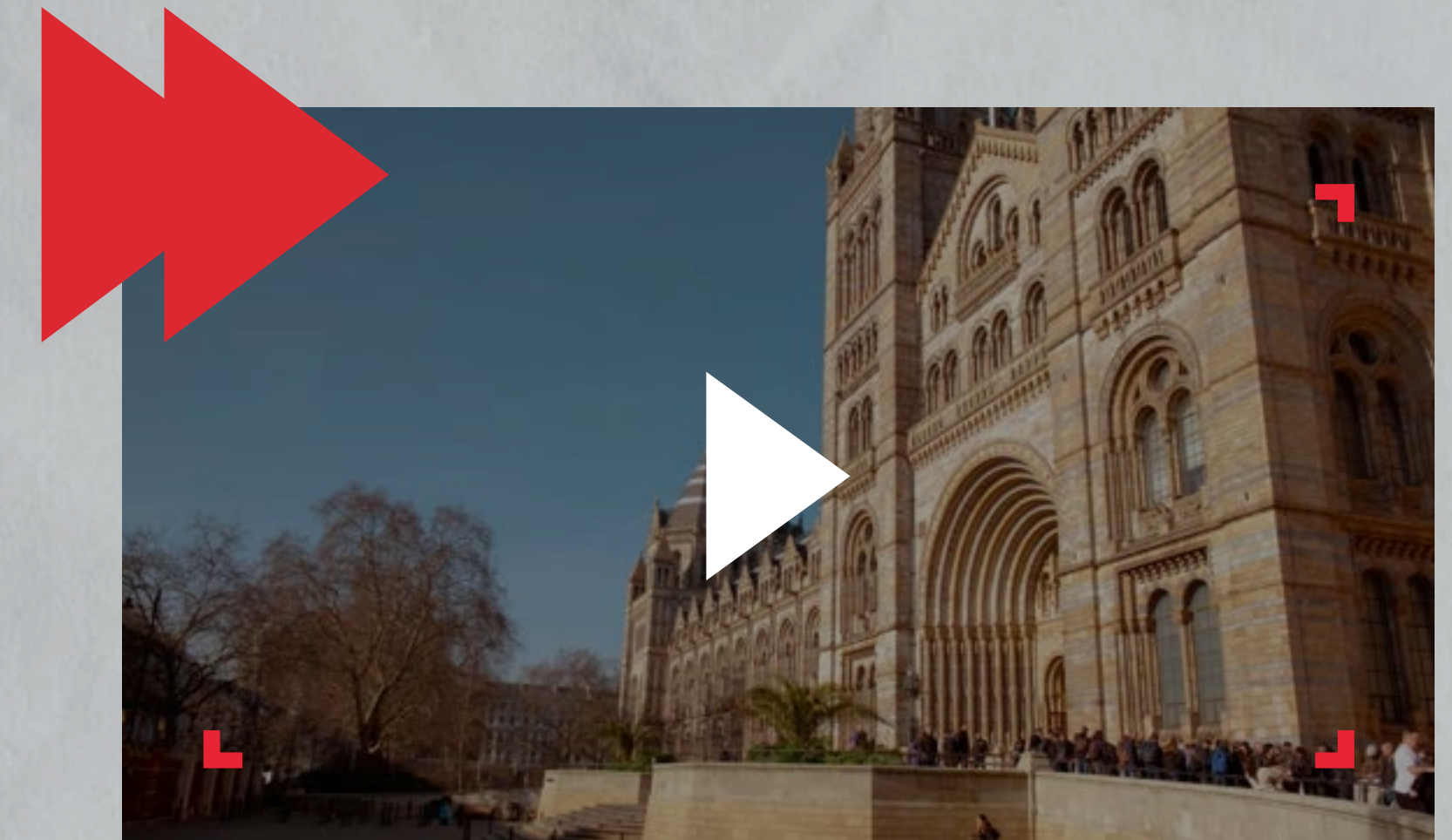
High-impact showpiece case studies for product launches, marketing, and brand building.



ESRI
Tarmac



ESRI
Rivers Trust



ESRI
Department for Education - Nature Park



PRO TIPS FOR POWERFUL CASE STUDIES

Our extensive experience helps us create the most compelling case studies.

To give your case study the best possible start, visit our blog.

It's packed with some of the industry's best kept secrets —and our own discoveries.

The winning formula for any video case study

[Learn more ↗](#)

What's involved in creating the best video case studies?

[Learn more ↗](#)

How video case studies can help convert more leads

[Learn more ↗](#)



TESTIMONIAL

VIDEOS

Doing great work that delivers results is why we get up in the morning. But being great to work with? That's every bit as important.

Press play and find out why people love collaborating with us.



HEINEKEN X SEVEN VIDEO



YOUR NEW FAVOURITE VIDEO PEOPLE

We're Seven Video, and we tell success stories.

You'll find us halfway between Leeds and York,
grafting to rid the world of dreary corporate video
and replace it with something so much better.

What started as a family setup, launched by the Sherwood brothers in 2014,
has grown into a formidable team of experts, creatives and fresh new talent.

We've shot all around the world for industries as varied as FMCG, tech,
telecoms, education and local government. The only thing that never
changes? The fact that we're only happy when you are.

Northern Storytelling isn't just about crafting your message in an original
way. It's about making sure you get everything you want from day one.

So if you need unignorable, high-impact case studies, event video,
internal comms or... anything else, you know where to knock.



**THERE'S A BRILLIANT
STORY INSIDE YOU.
LET'S GO GET IT!**