

CASE STUDY: FUJIFILM
2016 - 2021

BY THE NUMBERS



- + 5 Year Ongoing Partnership
- + 150+ Documentary Shorts
- + 13 Product Launch Campaigns



THE STARTING POINT

When we began working with FUJIFILM, they were looking for a full-service partner to serve as the company's creative agency + production company all in one. From the beginning, our job was to collaborate with the brand to understand the overall marketing strategy, develop creative around that strategy and ultimately produce campaigns & projects that stretched their annual content spend. In studying the camera market closely, we quickly realized our audience ranged extensively from everyday 'consumers' to advanced 'prosumers'. The first question we asked was – how do you build a FUJIFILM community that organically appeals to both types of users?



BUILDING THE COMMUNITY

We segmented our approach, focusing on developing creative that specifically targeted 'consumers' and 'prosumers'. The idea was to win over the prosumer market first – a stable & established audience that appreciated FUJIFILM's detail and technical innovations over the years. The approach was an enormous success as we led with strong, message-forward product launch commercials celebrating the emotional resonance of photography. The community started to emerge and engage online. It now became time to focus on the second segment: 'consumers'...



EXPANDING THE COMMUNITY

Having built a strong connection with FUJIFILM's core 'prosumer' audience, the focus shifted to programming content that would appeal to entry-level, amateur photographers. The goal was to provide these entry-level creators a pipeline to becoming active members of the community. We asked ourselves – how do you build amateur content properties while still maintaining the advanced brand audience?



DIVERSE CONTENT OFFERINGS

We realized the solution was educational programming that had distinctly different branding. With content that felt informative and purposeful, it allowed both 'consumers' and 'prosumers' to be fully in control of their brand experience. For the first time they could consume content that directly spoke to where they were in their individual journey as a photographer – without feeling confused or spoken down to. For our advanced audience, *The Making of a Photograph* series featured a variety of different photographers breaking down a single image they captured from pre-production to editing/touch-ups. For our entry level audience, the *Glossary* series defined basic photography terms, principles and theories to give viewers a crash-course in the medium – free of cost. Ultimately both audiences felt organically spoken to and the FUJIFILM community continued to build. We designed a content ecosystem that encouraged people to continue their growth and build out their equipment kit.



CULTIVATING BRAND LOYALTY

With a consistently growing 'consumer' and 'prosumer' base, our attention went to preserving this audience by establishing brand loyalty. Along with the team at FUJIFILM, we once again studied the market closely and recognized the lack of personality that existed amongst camera companies. Development efforts shifted to pushing out a brand voice that felt irreverent, self-referential and above all: humorous.

A person wearing a black balaclava and gloves is blowing a cloud of white smoke into a glass display case. Inside the case, a camera lens is visible on a shelf. The scene is dimly lit, with a warm, yellowish light source in the background creating a dramatic atmosphere. The person is on the left, and the display case is on the right.

LASTING IMPACT

The approach was a bold and fresh way of advertising in the space and was received very positively by the FUJIFILM community. We launched Product Sizzles that used overtly sensual music to be tongue-in-cheek and poke fun at industry stereotypes. Shortly after we began developing larger scripted commercial series such as *All Sales Final*, which depicted the customer-employee dynamics of a fictitious FUJIFILM storefront that is full over-the-top visual gags. The community continued to love this new brand voice and we even went as far as releasing *The Leak* – a commercial that poked fun at the company's consistent track record of having products prematurely leaked by photography blogs and news outlets. As a result of all the efforts over the past 5 years, FUJIFILM has become known for its disruptive advertising in the camera space. The brand has continued to push the envelope and maintain a youthful, provocative voice that sets it miles apart from anyone else.

MGXCREATIVE