



Media Release

The One Centre creates powerful short film for GE

theonecentre.com
Tel. +612 8096 9700
hello@theonecentre.com
Ground Floor, 71 York St
Sydney NSW 2000
Australia

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The One Centre has launched a powerful piece of branded content to showcase GE's healthcare technology, in the latest work for GE Australia & NZ.

The short film 'Miracle Twins' follows a young family with premature twins to demonstrate the impact GE technology is having in the Healthcare Industry.

To bring this to life, The One Centre worked with branded content company hellofuture and The Children's Hospital at Westmead.

The film centers on the GE Giraffe Omnibed Incubator and Shuttle radiant warmer, and the critical role these machines play in neonatal care.

'Miracle Twins' narrates the journey of Emma and Ben Caisley from pregnancy, to the premature birth of twins Noah & Ethan with life threatening complications, up to today.

The short film is in the form of a diary narrated by the parents, however the story is told in reverse.

John Ford, CEO, The One Centre, said: "We wanted to create a powerful and emotive brand that shows technology created by GE having an enormous impact on saving tiny lives."

"Rather than the traditional talking heads style approach to industry technology promotion, we wanted to create a piece of content that could reach far beyond healthcare professionals and touch the lives of the greater community," he said.

The film will be published on gereports.com.au and will also be shared at major GE and industry events globally. Miracle Twins will also be used for donor acquisition and to drive fundraising initiatives, plus for family support at a community level.

ENDS

CREDITS

Strategy and Concept: The One Centre
Strategist: John Ford
Project Director: Katie Molloy
Project Manager: Danica Jenkins
Copywriter: Geoff Reid
Creative Director: Pablo Jeffress
Production Company: hellofuture.tv
Director: Pablo Jeffress
Producer: Emily Bull

RESOURCES

Link to Vimeo video: <https://vimeo.com/103480548>
Images: next page

CONTACT

John Ford
E. john.ford@theonecentre.com
M. +614 1771 4637
T. +612 8096 9700

ABOUT THE ONE CENTRE

A multidisciplinary Brand Agency

For nearly two decades we've helped world leading brands break new ground in the way they come to life and connect. Specialising in positioning and integrated branding, our unique structure unites a core team of strategists and concept creators with a global network of specialist creative artists. The goal? To create truly innovative ideas which transcend media and elevate brands into the world of arts, culture and entertainment.

Strategy + Artistry

More at theonecentre.com

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