



**nrg**DIGITAL

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NRG is a specialist communications agency, using visual media to deliver your message through films and animations. Creating adaptable assets for our clients. What sets us apart as a communications agency, is our ability to take a complex brief and turn it into clear, simple and engaging content that inspires audiences and elevates brands. WHO ARE NRG?

NRG is a specialist communications agency, using visual media to deliver your message through films and animations. Creating adaptable assets for our clients. At NRG we have a deep understanding in a variety of business sectors and are trusted across the globe producing regular video and animation content. What sets us apart as a communications agency, is our ability to take a complex brief and turn it into clear, simple and engaging content that inspires audiences and elevates

brands. What can NRG do for you?

This lies in the power of communication. Focusing on two main areas: EXTERNAL

## COMMUNICATIONS

Branded content and animation are great ways to drive forward the growth of your business. They attract new business to your website, gain awareness of your product or brand, and in turn drive your business forward. Companies have been using video content in various ways, in educating consumers, selling products, services,

## PROMOTION AND RECRUITMENT. INTERNAL COMMUNICATIONS

Digital content is a vital element of successful internal communications. Proactive

and targeted internal comms can reflect the business' core values, ethos and

culture throughout their communications and are always targeted and relevant to their audience. One of the other key benefits of using films to improve your internal comms is that it can easily be distributed throughout the organisation. Once created, video content can be made accessible to employees on any device through email, online and presentations during meetings. A lengthy email might be 'saved for later' and then forgotten. Employees are more likely to hit 'play' when sent a video link.

**BRANDED CONTENT**  
Your company brand is a concept; it embodies not only what you do or sell, but who you are, what you stand for, and where you are going. Your brand is the personification of an idea: this is what your target audience want to engage with. Storytelling is all about engagement, immersing your audience in your tale; using the power of words and images to create empathy, loyalty and aspiration. This level of engagement is what brands want to achieve and learning the art of storytelling is a powerful tool for brand marketing. This is what makes video content is such a powerful business tool. It's an engaging form of communication that Google loves. In fact, when it comes to conveying your message to your wider audience, video content is the most effective tool you can use.

#### **WHY NRG?**

We work in partnership with all our clients to produce clear and engaging branded content that helps businesses succeed. We cut through any confusion and communicate your message clearly. Inspiring, engaging and educating your audience. Backed by our strong creative team, our live action services range from something as simple as a single camera operator to a full multi-camera global location shoot and incorporates aerial drone cinematography. Using aerial footage gives your audience a truly unique perspective, with a level of detail, and at a cost that's unachievable when shooting from a helicopter. This unique perspective that elevates your brand to new heights.

**ANIMATION**  
Animation brings the power of imagination and creativity to your marketing. It can present abstract and complicated ideas in a visually stunning and immersive way. Whether it is animated infographics to explain a complex or non-tactile service, a character animation to depict a representation of the brand, animation can be created in a style to perfectly suit your brand and messaging.

**WHY NRG?**  
Animation and Motion Graphic Design has been at the core of NRG since our

inception. We are 2D/3D, Motion Graphic and Animation specialists, putting elegant design principles at the forefront of all our work. We work in partnership with all our clients to produce the perfect animation to depict your brand, tell your story or for the use of SaaS. We realise how vital it is these assets are then used to your best advantage. NRG will work with you to enable your ROI to be as successful as possible.

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