

# MPS & BBI International Limited

## PROJECT OVERVIEW



**CLIENT: Ultra Suppression Systems**

**AGENCY SERVICES: Corporate video of live fire test**

### BRIEF

Ultra SS supplies a range of high tech fire protection equipment, including high and low pressure water mist fire systems. A need was identified for a corporate video to promote the company's fire protection technology to customers, prospects and specifiers in the most effective and easily assessable way.

### STRATEGY

It was decided to produce a short promotional video of a live demonstration to Lancashire Fire & Rescue Service officers of the Ultra Q high pressure water mist system, followed by a presentation and discussion. The objective was to show the benefits of the system and Ultra SS expertise and customer support within the framework of an authentic end user instructional event.

### IMPLEMENTATION

The tests took place in and out of doors, centring on showing Ultra Q extinguishing a fire started in an armchair. The Ultra Q's water mist fire suppression method is a great deal gentler than conventional sprinkler systems, and this test emphasised the role it can play in a variety of care environments such as

residential homes for the elderly. The tests and following presentation to the Chief Fire Officer and the Fire Service personnel were filmed using crew and equipment sourced by the agency. The rushes were produced from edited footage and the final DVD created on an Apple Mac editing suite.

### RESULT

Agency facilities are available to produce large quantities of the DVD and Ultra SS now has a useful tool to add to its range of marketing resources.

