

RED-FERN

4B Group

Corporate video - visual storyboard

V3_September 2023



4B Group

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Brief

Create a main 4B Group corporate video

> demonstrating:

- the products
- service
- heritage
- expertise

> discuss who 4B are, what they do,
how they do it and what they stand for.

4B Group

Corporate video - structure

Intro - the premise

The why?

- Engaging opening footage showcasing bustling industrial environments
- Intro copy emphasizing the challenges facing the bulk material handling industry

Introduction to 4B Group

The who?

- Dynamic footage with a global feel, demonstrating quality and technological advancements
- Copy establishing who 4B are

Demonstrate 4B Group's

The how?

- Footage with visual reference to expertise, culture, heritage, partnerships
- Copy discusses 4B Group's key attributes

Discuss products

The what?

- Footage showcasing:
 - Bucket Elevator Components
 - Close-ups and slow-motion shots to highlight the precision engineering
 - Conveyor Chains
 - Footage of conveyor chains in production and in action, carrying heavy loads smoothly
 - Electronic Monitoring Equipment
 - Footage of production process and in use
- Copy discusses key product features and attributes

Summary

- Engaging visuals demonstrating 4B Group's global reach and reinforcing of the company's commitment to efficiency and innovation
- Recap of the key points emphasizing the value of high-quality components and electronic monitoring equipment

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Corporate video - Dialogue

- > Bulk material handling...
- > is driven by efficiency & innovation.
- > Exposed to many challenges.
- > High volume,
- > Tough, arduous environments,
- > High temperatures & contamination.

- > We are the 4B Group.
- > Manufacturers of high quality,
- > technologically advanced,
- > material handling products
- > & electronic components.
- > We are industry leaders...
- > with unrivalled expertise.

- > Engineering excellence spanning more than 130 years.

- > A global network of subsidiaries and distributors...

- > makes us a trusted partner.

- > The world's largest manufacturer
- > of elevator buckets & bolts
- > Superior quality elevator belting
- > Forged conveyor chains
- > Globally recognised for wear resistance & longevity

- > 4B material handling components optimize material throughput
- > while minimizing maintenance requirements.
- > Our electronics division specialises in level controls...
- > intelligent sensors...
- > & safety control systems.

- > Solutions to monitor bucket elevators, conveyors, silos & entire processing plants.

- > Optimizing performance & improving safety.

- > With excellence in every detail...
- > we are committed to providing practical solutions and engineering support...
- > tailored to our customers' needs...
- > for any application...
- > in every corner of the globe.

- > From mines to factories,
- > farms to food processing plants.
- > We are elevating performance & enhancing safety.
- > We are Better By Design.

- > 4B Group.

4B Group

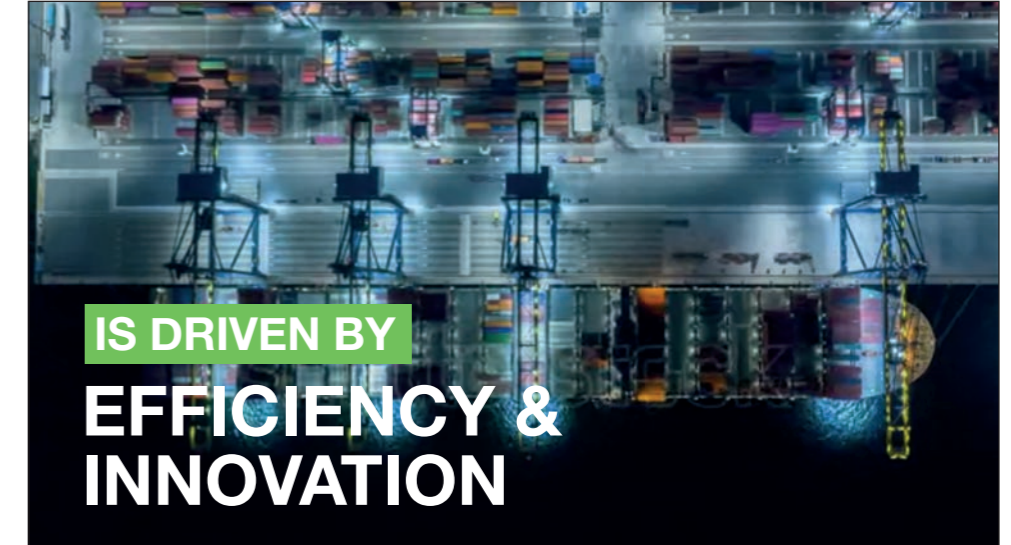
Corporate video - visual storyboard



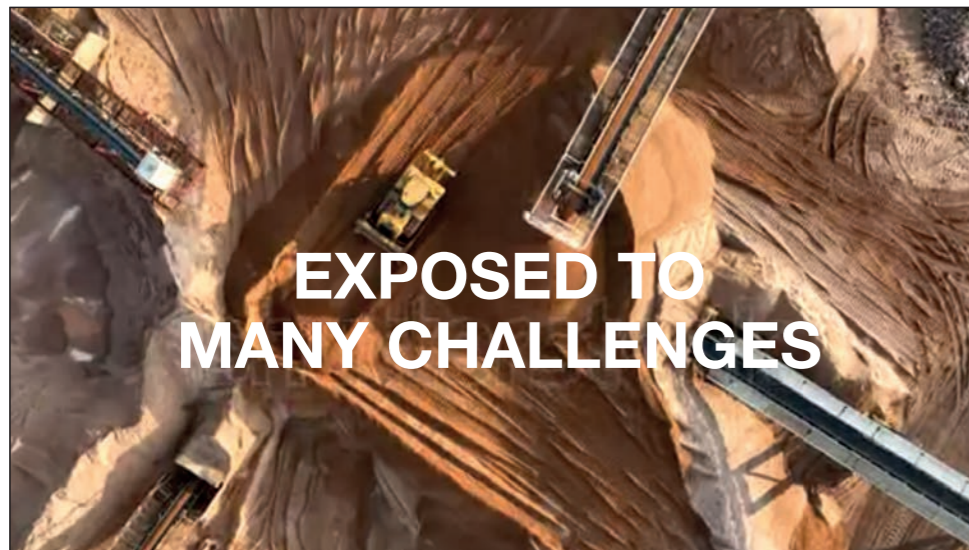
Frame: 1
Timing: 0:00 - 0:03
Onscreen GFX: Opening sequence featuring 4B logo



Frame: 2
Timing: 0:03 - 0:05
Onscreen GFX:



Frame: 3
Timing: 0:05 - 0:07
Onscreen GFX: <https://www.shutterstock.com/video/clip-1053949817-time-lapse-container--ship-export-import>



Frame: 4 Timing: 0:07 - 0:09
Onscreen GFX: <https://www.shutterstock.com/video/clip-1095555753-stone-jaw-crusher-plant-sand-making-belt>



Frame: 5
Timing: 0:09 - 0:10
Onscreen GFX: Content from 4B Group.mp4 (0:10)



Frame: 6
Timing: 0:10 - 0:11
Onscreen GFX: <https://www.shutterstock.com/video/clip-1072281401-transportation-copper-ore-carried-out-factory-mining>

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Frame: 7

Timing: 0:11 - 0:13

Onscreen GFX: <https://www.shutterstock.com/video/clip-1045233025-manufacture-railcar-carriage-train-wagon-production-factory>



Frame: 8

Timing: 0:13 - 0:15

Onscreen GFX: 18.+Building+GV's+Internal+and+External+Drone.mp4



Frame: 9

Timing: 0:15 - 0:17

Onscreen GFX: 18.+Building+GV's+Internal+and+External+Drone.mp4



Frame: 10

Timing: 0:17 - 0:19

Onscreen GFX: 15. Robot Cell 2.mp4



Frame: 11

Timing: 0:20 - 0:23

Onscreen GFX: 15. Robot Cell 2.mp4



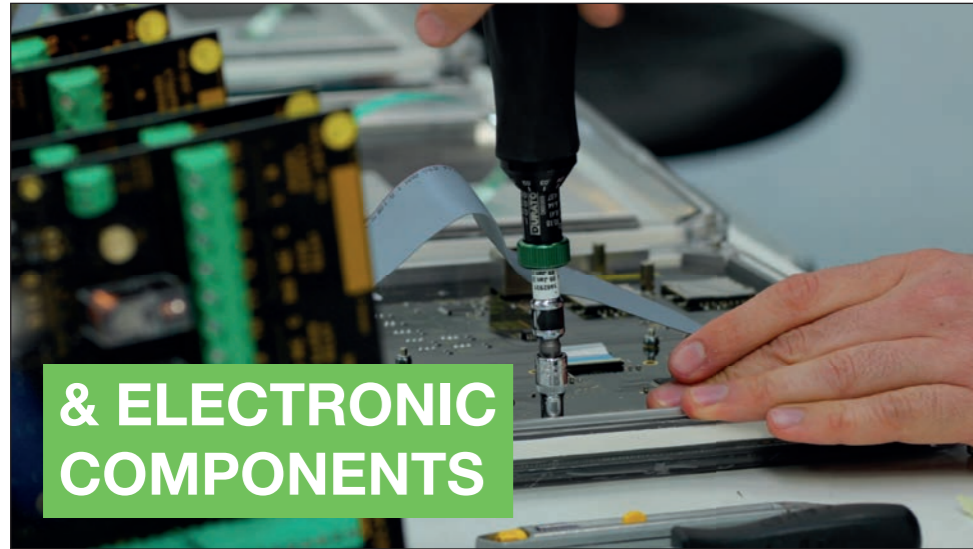
Frame: 12

Timing: 0:23 - 0:26

Onscreen GFX: 15. Robot Cell 2.mp4

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Corporate video - visual storyboard



**& ELECTRONIC
COMPONENTS**

Frame: 13
Timing: 0:26 - 0:29
Onscreen GFX: Don Electronics Ltd Factory Line.mp4 (2:05)



**WE ARE
INDUSTRY
LEADERS**

Frame: 14
Timing: 0:29 - 0:33
Onscreen GFX: Content from 4B Group.mp4



**WITH UNRIVALLED
EXPERTISE**

Frame: 15
Timing: 0:33 - 0:35
Onscreen GFX:



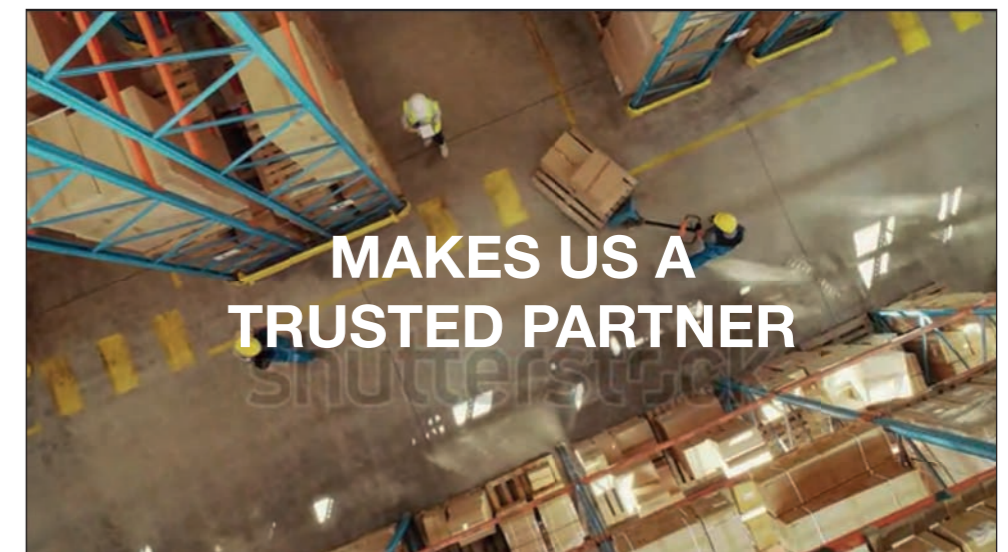
**ENGINEERING
EXCELLENCE**
SPANNING MORE THAN 130 YEARS

Frame: 16
Timing: 0:35 - 0:39
Onscreen GFX: Belt-punching-Machines 1-2.mp4 (0:21)



**A GLOBAL NETWORK
OF SUBSIDIARIES &
DISTRIBUTORS...**

Frame: 17
Timing: 0:39 - 0:42
Onscreen GFX:



**MAKES US A
TRUSTED PARTNER**

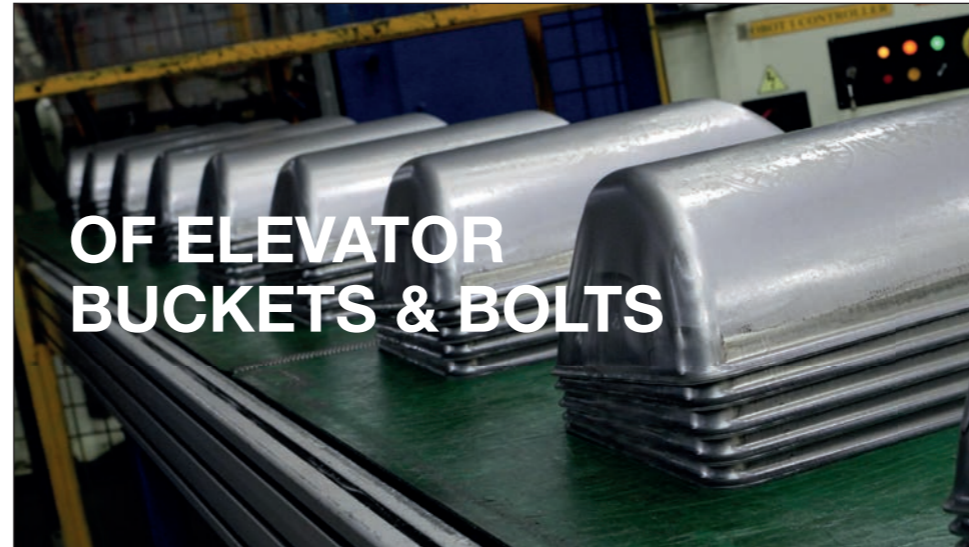
Frame: 18
Timing: 0:42 - 0:44
Onscreen GFX: <https://www.shutterstock.com/video/clip-1060923313-top-down-view-warehouse-people-working-forklift-truck>

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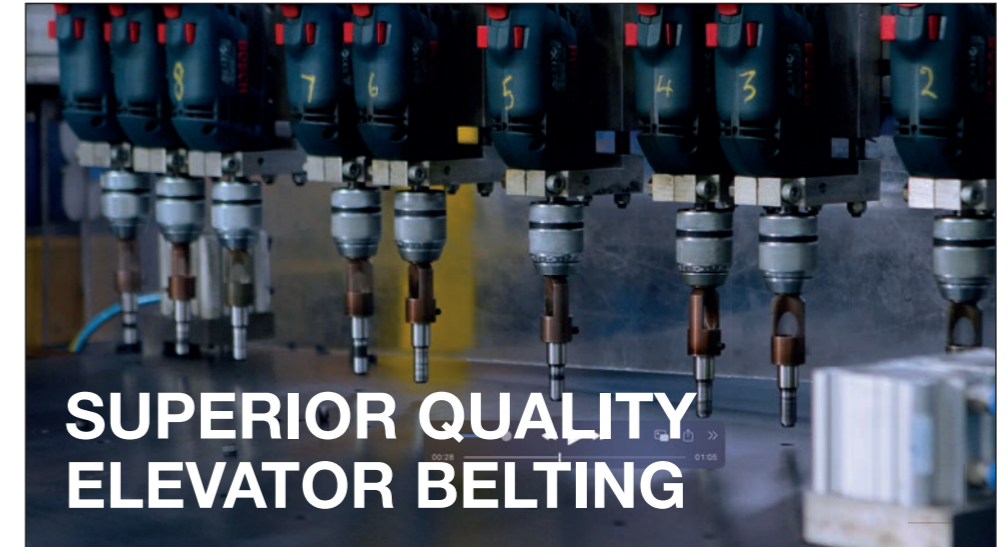
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Frame: 19
Timing: 0:44 - 0:47
Onscreen GFX: Robot_Cell_Bucket_Press_4K.mp4



Frame: 20
Timing: 0:48 - 0:53
Onscreen GFX: 4. Bolt Packing Machine.mp4



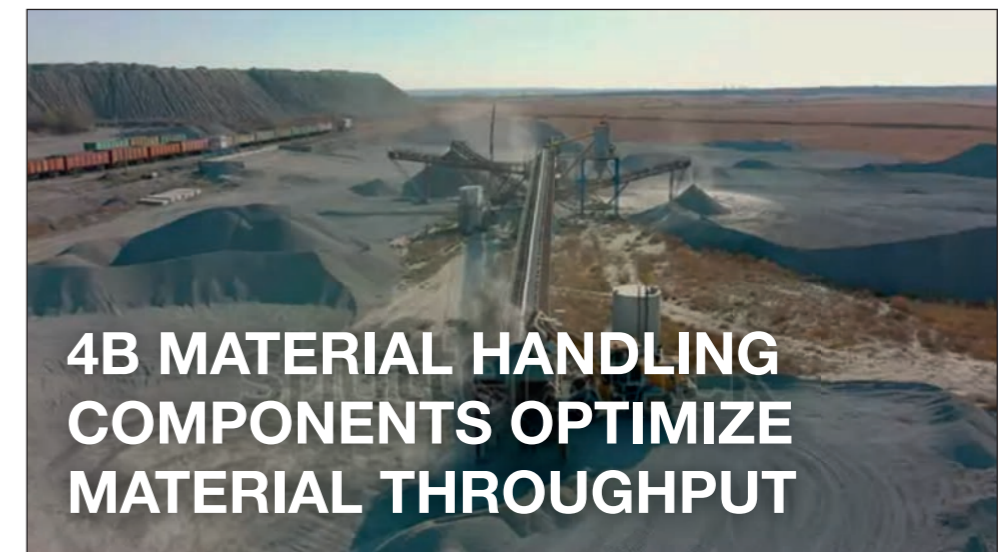
Frame: 21
Timing: 0:53 - 0:57
Onscreen GFX: Belt-punching-Machines 1-2.mp4 (0:28)



Frame: 22
Timing: 0:57 - 0:59
Onscreen GFX: Bolt-N-Go-chain Assembly.mp4



Frame: 23
Timing: 0:59 - 1:03
Onscreen GFX: Bolt-N-Go-chain Assembly.mp4



Frame: 24
Timing: 1:03 - 1:06
Onscreen GFX: <https://www.shutterstock.com/video/clip-1082215301-wheel-loader-bucket-front-load-stone-crusher>

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Frame: 25

Timing: 1:06 - 1:10

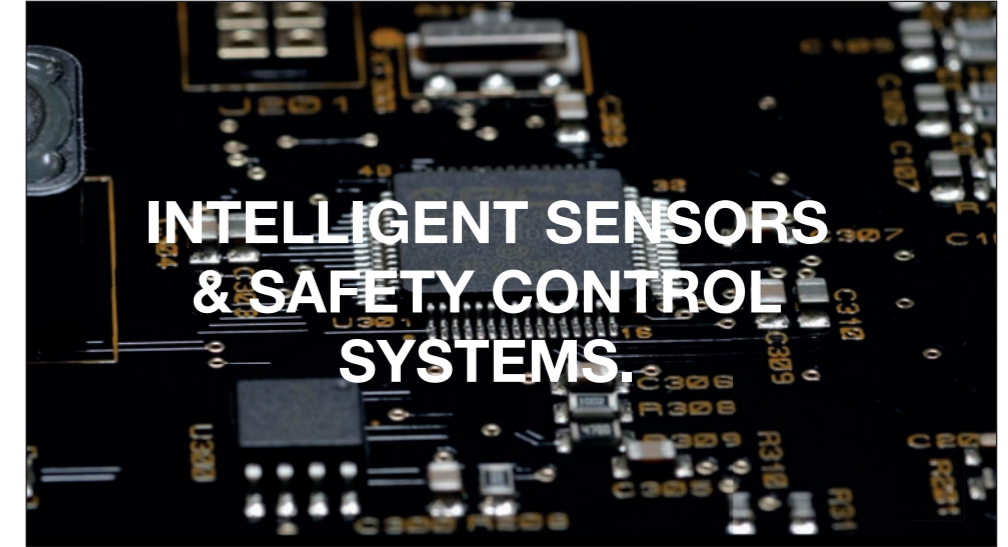
Onscreen GFX: <https://www.shutterstock.com/video/clip-1033269902-mining-equipment-quarry-gravel-moving-along-mechanical>



Frame: 26

Timing: 1:10 - 1:13

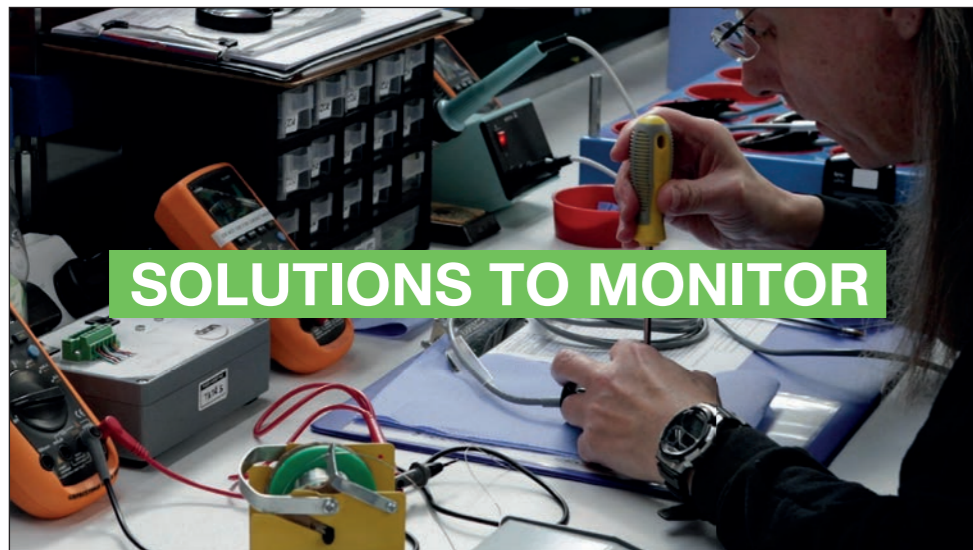
Onscreen GFX: 4B Group.mp4 (1:41)



Frame: 27

Timing: 1:13 - 1:16

Onscreen GFX: Synatel Instrumentation Ltd Footage.mp4 (1:36)



Frame: 28

Timing: 1:16 - 1:19

Onscreen GFX: 4B Group.mp4 (1:57)



Frame: 29

Timing: 1:19 - 1:21

Onscreen GFX: <https://www.shutterstock.com/video/clip-1012227608-panorama-big-grain-terminal-seaport-evening-cereals>



Frame: 30

Timing: 1:21 - 1:23

Onscreen GFX:

4B Group

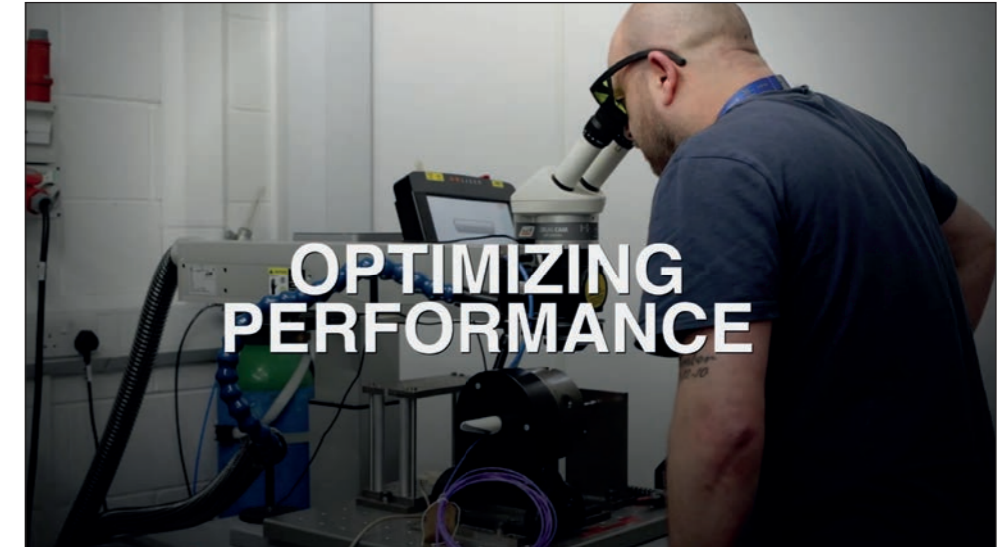
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Frame: 31
Timing: 1:23 - 1:25
Onscreen GFX:



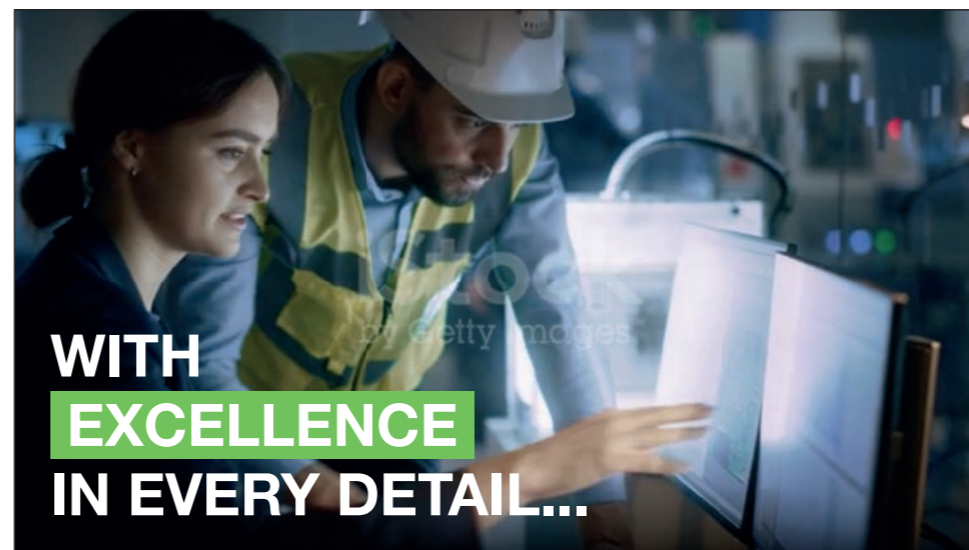
Frame: 32
Timing: 1:25 - 1:26
Onscreen GFX:



Frame: 33
Timing: 1:26 - 1:27
Onscreen GFX:



Frame: 34
Timing: 1:27 - 1:29
Onscreen GFX:



Frame: 35
Timing: 1:29 - 1:31
Onscreen GFX: <https://www.istockphoto.com/video/electronics-design-factory-office-female-engineer-and-male-specialist-talk-ing-gm1208250299-349162507>



Frame: 36
Timing: 1:31 - 1:33
Onscreen GFX: As previous

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Frame: 37
Timing: 1:33 - 1:34
Onscreen GFX: <https://www.shutterstock.com/video/clip-1035704162-three-heavy-industry-engineers-stand-pipe-manufacturing>



Frame: 38
Timing: 1:34 - 1:36
Onscreen GFX: <https://www.shutterstock.com/video/clip-1035704162-three-heavy-industry-engineers-stand-pipe-manufacturing>



Frame: 39
Timing: 1:36 - 1:37
Onscreen GFX: As previous



Frame: 40
Timing: 1:37 - 1:40
Onscreen GFX:



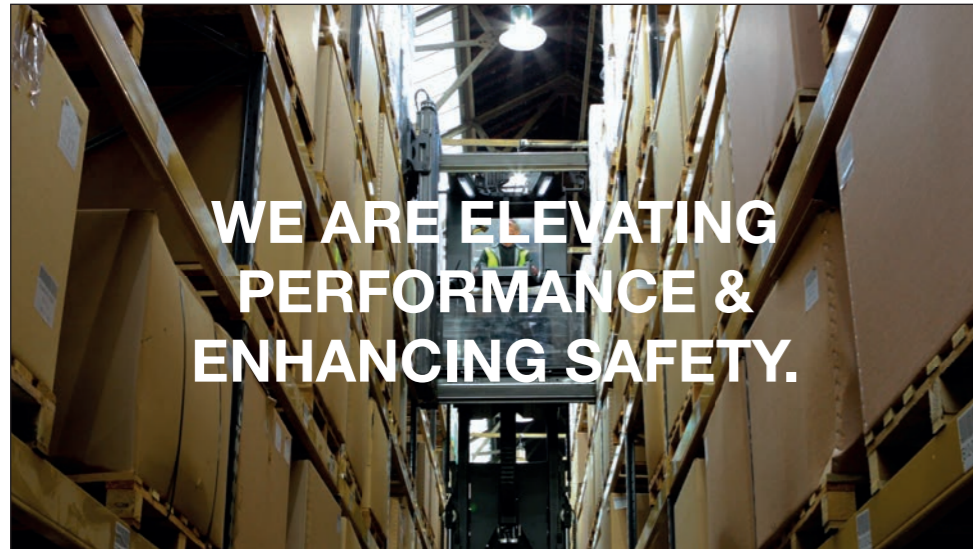
Frame: 41
Timing: 1:41 - 1:44
Onscreen GFX: <https://www.shutterstock.com/video/clip-1082215301-wheel-loader-bucket-front-load-stone-crusher>



Frame: 42
Timing: 1:44 - 1:47
Onscreen GFX: <https://www.shutterstock.com/video/clip-1094349981-harvester-grain-storage-agricultural-production>

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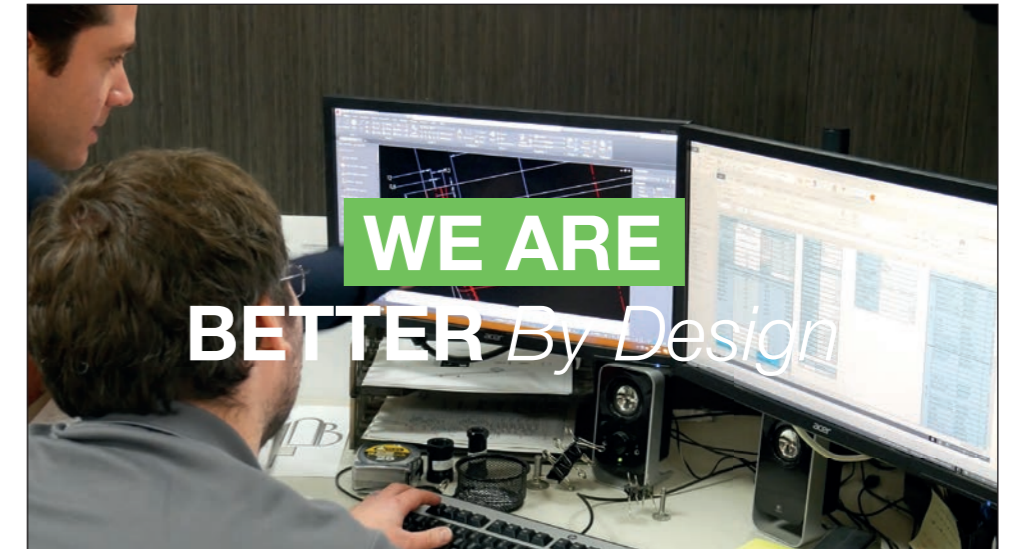
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Frame: 43
Timing: 1:47 - 1:52
Onscreen GFX: 10. Warehouse Forklift.mp4 (0:22)



Frame: 44
Timing: 1:52 - 1:54
Onscreen GFX: 14. Delivery Van Packing with Forklift.mp4 (0:56)



Frame: 45
Timing: 1:54 - 1:57
Onscreen GFX: Electronic_mechanical_Design.mp4



Frame: 46
Timing: 1:57 - 1:59
Onscreen GFX: 4B Group team members in workplace



Frame: 47
Timing: 1:59 - 2:01
Onscreen GFX: 4B Group team members in workplace



Frame: 48
Timing: 2:01 - 2:03
Onscreen GFX: 4B Group team members in workplace

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Frame: 49

Timing: 2:03 - 2:07

Onscreen GFX: 4B logo reveals on Grey background

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