

Using the Power of Video to Tell the Story



Video case studies help bring your stars to life



Company | Snap-on

The Goal

As a way to promote women working in aviation maintenance, Snap-on wanted to capitalize on the trailblazers that were United Airlines' Team Chix Fix – the company's first all-female team competing in the Aerospace Maintenance Competition (AMC).

The Execution

We coordinated a video shoot in Houston to coincide with Team Chix Fix practicing alongside United's three other teams in preparation for the AMC. LePoidevin took the lead in developing the direction and storyboard, and all aspects of video production were completed in-house.

The Results

The three-minute video showcasing Team Chix Fix prepping for the AMC received great praise from United Airlines. LePoidevin received a call of thanks from leadership at United's San Francisco maintenance base, resulting in an invitation to tour and film additional footage in their hangars. United has used the video as a recruitment tool in schools throughout the San Francisco area, and it was also played prominently during the livestream broadcast of the AMC.