

# Good Guys Win in Video.



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Management consulting firms get a bum rap. They're often perceived (or misperceived) as the bad guys in suits, coming to chop heads and make bucks. To most employees, they're just plain scary.

These perceptions are false, at least according to DB&A, a management consulting firm in Dallas. The firm has plenty of room to talk, with its long, proven history of helping companies - and the individuals who make up those companies - succeed. Head chopping is not what they do, and they asked GCG to help explain this in a new corporate video.

We already helped the firm refine its brand. The new video was intended to reflect that new brand and help dispel the myths surrounding the business. DB&A wanted to explain consulting, show the people driving that process and highlight the many benefits the right management consulting firm can bring to an organization.

It was also important to show the diversity of DB&A's clients, which range from nuclear plants and corporate firms to meat processing plants. But shooting at so many different locations was not logistically possible. So we got creative with what we had.

Our associate creative director, Kris Copeland, loaned us his father-in-law's warehouse. Kris also made props and helped construct fake board meetings. Red Productions' owner, Red Sanders, invited the crew inside his own home for part of the shoot. And GCGers and several DB&A employees were recruited as actors. Some jumped right in. Others were a little reluctant. Especially when it came to the makeup.

The entire video was shot in just one day using wide aspect ratio to give the piece a more polished, cinematic look. From start to finish, the project took a little over a month to complete. Today it lives on the DB&A website at [dbaresults.com](http://dbaresults.com).

Shout-out to **Red Productions** and director Chris Rodriguez for putting your exceptional talent to work for this project. DB&A is happy with the caliber of work and even happier to be able to explain to the world that they are, indeed, the good guys.