

# NFBP Brilliance in Business Awards 2019

**The Go New Forest Award  
for Outstanding Contribution to  
the Visitor Economy**



## Velvet Pictures

Business Contact: Claire Cottrell



Velvet Pictures produce content across a wide range of media including online content, advertising, film and television and audio.

In May they worked to produce 'Ponies', a film in collaboration with visitor economy businesses to promote the destination to an online audience. The ethos of the film was to encourage city dwelling public, particularly in London, to escape from the city/office environment and enjoy the wildlife and open space of the New Forest. The film performed above target expectations with over 98% of plays lasting beyond the initial three seconds of the film where traditionally users disengage.

Velvet have been closely involved with the launch of the 49 business centre producing social media promotions. The focus has been that the New Forest has a high quality natural environment coupled with being a great place to do business.

Velvet have also been key partners in the development of the Film: New Forest project and more specifically the inaugural New Forest Film Festival. As well as producing the festival trailer, they assisted with the competition judging and hosted a Q&A event during the week long celebration.

The business recognises that they are not just doing this work to integrate into the local business community, although this is seen as important. They also believe that working on locally based projects has a positive impact on the growth of their own business.

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New Forest  
Business Partnership

