

CASE STUDY TOPIC:
PROMOTIONAL VIDEO

DEVELOP, COMPETE, CREATE, INSPIRE.

CLIENT:
LA ACADEMIA MARBELLA

DATE:
MAY 2026

THE BRIEF

As part of a long-standing partnership with the Junior Premier League, La Academia Marbella reached out as part of a JPL Sports Tour to capture content for a tour visiting the Spanish Football Centre in May 2026.

The brief was set to capture the professionalism of the event – from the training, the sights of Marbella, and the elite feel factor around the tour. The idea and the reason to promote these sort of events was with the objective to sell the JPL Sports Tours and future tours.

THE SOLUTION

Following the initial consultation with the Executive Committee at JPL Sports Tours and at La Academia Marbella, a video production planning document was set out with the style of music, sharp cuts, drone footage, and looking at the timetable for the Elite Sports Camp in order to set out what we needed to capture.

After adhering to drone laws and flying restrictions in Marbella and around the Marbella port area, a DJI Mavic Air 2, Canon 90D and Sony A711 alongside a DJI Mini 2 and an Insta360 were the tools used for producing the content, with Adobe After Effects and Premiere Pro used for the post-production editing.

THE RESULTS

The results of the partnership between La Academia Marbella and The Strive Group has always been positive, and this has been reflected within the statistics of the marketing and promotional video from the elite camp:

- An initial video put together based on the brief of the project
- Daily meetings throughout content production which included content monitoring
- Interviews and B-Roll Footage placed into a secure drive for future use
- One final production with the outcome of a Marketing and Promotional video for both parties

EXAMPLE WORK

Due to the nature of the partnership between La Academia Marbella and the Strive Group, the only work that can be shown is the final production video for the group, which can be seen on our website and social media channels.

INTERESTED IN OUR WORK?

If you are interested in our work, and want a free consultation with our Sales Team, contact us now on sales@strivegroup.uk, or on +44 (0)7436 360470.

