

CASE STUDY TOPIC:
PROMOTIONAL VIDEO

DEVELOP, COMPETE, CREATE, INSPIRE.

CLIENT:
3V3 ACADEMY WIDNES

DATE:
FEBRUARY 2025



THE BRIEF

In 2025, after recommendation from a client through Strive Events, 3v3 Academy Widnes came to the Strive Group regarding a promotional video being created for the company, which at the time was just starting out. The aim of 3v3 Academy was in line with the FA Future Fit Model, which was to get players more touches on the ball at Under 7 football. The Unique Selling Point for 3v3 Academy was the inflatable football pitches and the stadium facility – so the way that we wanted to show that was mainly through drone footage with overlays of infographics on screen, to inform people about the company as it was first starting out.

THE SOLUTION

Strive Media met with David Nevitt, Co-Founder of 3v3 Academy, to request videography. After an initial phone call consultation with David, Strive Group turned up to Halton Stadium in Widnes with DBS Qualified staff to gain permission from parents for photography and videography of children, before getting to work with drone footage of the session. This included capturing the under the lights feel, and showing off the size of the inflatable pitches and the amount of people attending. Following a drone flight, Strive Media used a Sony A711 and a Canon 90D to capture pitchside footage including a mixture of photography, videography and post-match interviews with players to review the 3v3 format.

THE RESULTS

A really positive one-off partnership between 3v3 Academy and Strive Group led to 3v3 Academy getting much more attraction on Social Media, leading to the take off of their sessions. The overall results included:

- A final promotional video for Social Media including YouTube and Facebook, including interviews, for 3v3 Academy
- A final promotional reel for Social Media (YT Shorts & Instagram Reels) which was shorter form and landscape
- Stock footage created and placed in to a Shared Drive for the client to access in the future for other projects
- A video thumbnail/cover created with imagery and photography for an overall complete look on social media
- Flyers created with the video QR Code on to accompany the Promotional Video and to sell the sessions

EXAMPLE WORK

Due to the nature of the partnership between 3v3 Academy and the Strive Group, only one major piece of work was produced within the partnership, which was the Promotional Video of the company, which can be found on our website.

CLIENT TESTIMONIAL

"Exceptional service from start to finish from The Strive Group. If we were looking for any further media work, we wouldn't hesitate to have them back again and would genuinely highly recommend. From the very first consultation, to the process of safeguarding with the kids and then the final draft and editing, it was fantastic all the way through. Thank you, Strive Group."

- David Nevitt, Co-Founder, 3v3 Academy

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.

