

Industrial Video Case Study: Dominion Terminal Associates



TL;DR: DTA came to Primm looking for an all new, modern and immersive industrial capabilities video. Our team worked closely with theirs – touring the facility before shooting and coordinating tons of moving parts (literally). The project was accomplished before the required deadline and under the expected budget.

Client Needs:

When Dominion Terminal Associates (DTA) reached out to us, they had a clear goal in mind: update their logistical capabilities video content. The video – filmed a few decades ago, 9 minutes long, and originally on VHS tape – was no longer representative of their company. DTA is a world class coal shipping and ground storage facility. Intended to demonstrate their state-of-the-art systems and processes to potential partners and clients, it was diminishing their true capabilities.

Their new video needed to represent their current operational abilities, and their modern technology systems. They asked for something shorter, fresher, and more immersive to demonstrate what their facility is capable of.

Primm's Solutions:

To better understand which elements of DTA's systems needed to be featured in the new video, our team made themselves experts. They researched the facility online and took an in-depth tour before the shoot in order to create the most accurate script and shot list. Industrial facilities such as DTA have many moving parts, and for industrial video marketing to be most effective, they all need to be featured. After weeks of coordination with our contact at DTA to ensure the correct staff (and ships) would be present, we arrived on site ready to go.

One of the most prominent challenges when producing video in an industrial facility is that the work must go on! Our on-site team worked hard to get the needed shots, including drone footage, shots of unique systems, and specific staff members. All of this was completed while staying out of the way so business could proceed as usual. Due to their preparation and planning, our team was able to get everything they needed in under 6 hours.

" You guys have been amazing to work with from the beginning to the end! It's PERFECT!!!

– Patrycja Frankowska, DTA

VFX Breakdown:



DTA came to us asking for video involving the immersive and engaging motion tracking effects you see above. This is how we did it:

- Our team started by pinpointing specific visual elements, such as pieces of machinery, and locking the text to them. This creates the seamless tracking effect.
- Next we adjust lighting. Creating lifelike shadows based off of the surrounding scene allows the tracked text to feel like it was already part of the image.
- The final step is laying in any remaining environmental effects – in this case, steam and rippling water. All of this comes together to create an immersive and visually interesting viewer experience.

The Takeaway:

When asked how they'd most like to learn about a product or service, [2/3 of people](#) said they'd prefer to watch a short video. Videos are an ideal format for industrial, maritime, and manufacturing industries to show off product demonstrations and logistical capabilities. They convey recruiting, safety, and training information quickly and effectively. Studies show that video offers a significantly higher information retention rate, with viewers retaining [95% of a message](#) when they watch it, compared to 10% in text.

Using a multifaceted approach, Primm helps manufacturers, industrial & maritime service providers, distributors, builders, and subcontractors earn more RFPs and increase ROI. By creating engaging and informational video, your business can start every presentation on the right track.