

# Casual Films scoop Best Audio Visual RAD Award for the second year running

Internet video production specialist *Casual Films* has won the *Best Audio Visual / Broadcast* category for the second year running at the Recruitment Advertising Awards (*the RADs*). The award brings the Islington based company's tally to five in two years, including Best Work Overall in 2009. The awards position the company as one of the top video production specialists in the field.

The winning video "*Children's Values*" was produced in conjunction with global recruitment communications agency *Work Communications* on behalf of *The Children's Society* and was designed to advertise the liability of young children to influence from the world around them.

The award judges felt that "*the [video] tackled a potentially difficult subject with a powerful and compelling message where the audio and visual elements worked in harmony*"

*Casual Films'* illustrator and motion graphic designer, Mark Taplin worked closely with the team at *Work Communications* to come up with a style which suited the grungy, urban feel of the brief. His efforts were also incorporated in the advert which won *Best Print: General Public Sector*.

***"When you have complete trust in your creatives and you don't have to provide direction, the role of creative director becomes an absolute joy. This, quite simply, is Casual Films."***

**Nick Ball - Creative Director  
*Work Communcations* - Regions**



*Casual Films'* work also featured in the *Best Graduate / School Leavers Campaign* award winner also produced with *Work Communications* for *Unilever*. The short viral video formed part of a broader campaign commended by the judges for its "*fresh and innovative*" approach.

