

Local online video wins intl award

Kickstart, an online South African video focusing on the economic impact of the 2010 FIFA World Cup, was a Business Knowledge category winner in the international Strategic Video Awards. Simon Willson, a senior external relations officer for the International Monetary Fund (IMF), commissioned Slymedia to shoot locations in and around Johannesburg, prior to the event.

The awards, sponsored by MsMMOX, one of the largest marketing communications companies in the US, are presented annually to organisations that use increasingly creative and distinctive video techniques to get information across to their stakeholders.

The main aim of the awards is to highlight how video is becoming an essential component of corporate communications and the effectiveness of the message is judged, rather than the technical aspects of the video.

Other [winners in the 2010 competition](#) included entries from Lloyds Banking Group for a staff training video, Southwest Airlines for its viral video and the grand winner went to Nationwide Insurance for a corporate musical.

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