

2021

AFFORDABLE DRILL TOWERS CASE STUDY

MULTIPURPOSE CASE STUDY



SERVING OUR FIREFIGHTERS: AFFORDABLE DRILL TOWERS & ROGUE MONKEY MEDIA TELL A VISUAL STORY OF THE FUTURE OF FIRE SERVICE TRAINING

There's something to be said about having the right team for the job in front of you. For years, Steve Sanguedolce was trying to find a creative team that could tell the story about the size and functionality of his Affordable Drill Towers designed for fire service training.

This revolutionary and cost-effective product in the fire service industry had a story that needed to be told to reach fire chiefs across the country. After previous video teams had missed the mark, Sanguedolce brought in Rogue Monkey Media to capture exactly what he had been looking for.

Standing tall at 40 feet, the open-air tower provides a safe and multi-functional apparatus for firefighters to train on.

AFFORDABLE DRILL TOWERS

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A Story Too Big To Tell

Every year, fire chiefs across the country have to weigh the cost of off-site essential training for their firefighters against the time it takes to travel to other facilities, putting their trucks and firefighters out of service. “Most fire departments in the U.S. don’t have a drill tower. They go to a neighboring department or a local college or training facility. So you can imagine that it doesn’t happen that frequently,” said Sanguedolce.

Almost all fire service training currently happens within a brick and mortar facility, but for a lot of fire departments, having their own place to train just isn’t feasible.

“You’re looking at close to a million dollars to create a brick and mortar training facility when you take into account all the features that you want that structure to have,” said Sanguedolce.

In June 2016, Affordable Drill Towers brought a viable and cost-effective solution to the fire service industry’s training needs, inspired by Sanguedolce’s dual background in construction and firefighting. As the towers were beginning to find traction in the marketplace, Sanguedolce was having trouble conveying their size and scope to his target prospects. Customers would hesitate on either end of the concern spectrum; some believed it was too small to be capable of the training they needed, while others didn’t truly understand how big it was.

Sanguedolce brought in other creative teams to try and capture the size and functionality of the towers, but he never felt like the final pieces told the full story. “I worked with a few videographers and photographers before and they were all great at what they did,” he said, “but when I would be reviewing proofs the majority of the footage was of the firemen in posed, editorial shots...not so much of the product. They were all missing the big picture.”





Calling in the Dream Team

When Sanguedolce began working with Rogue Monkey Media to discuss doing a time-lapse of his latest tower model, nicknamed the BAT or “Big Ass Tower,” the positive connection between him and the ‘monkeys’ happened almost immediately.

Sanguedolce was immediately drawn to the team's engaging personalities, approachable demeanors, and genuine interest in Affordable Drill Towers' work and perspectives, which made him feel truly supported.

After multiple prep calls and discussions, the dates of the three-day video shoot were set. The Rogue Monkey crew headed to meet Sanguedolce and his team in Mobile, Alabama. Charles Eubanks, head of video production, and Timm Dower, head of photography, were excited and ready for the complexity of shooting a time-lapse of such a large structure.

“The tower is really tall so we knew that if past attempts had failed to capture this time-lapse, we were going to need a lot of different angles to get the shot. We ended up bringing seven

cameras,” said Charles. “Our philosophy is to try to anticipate the unpredictable. If one camera wasn’t going to get it, we had three others ready to capture the shot we needed.”

As prepared as the team was, the shoot came with obstacles that could only be attributed to the Alabama climate. Over the course of the three days, they faced 110°F temperatures, hurricane force winds, downpouring rain, overheating equipment and physical fatigue.

ROGUE MONKEY MEDIA

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“THIS IS OUR MOST VIEWED VIDEO ONLINE, AND NOW WE’RE ABLE TO SET UP A TV AT A CONVENTION CENTER OR CONFERENCE AND LOOP THIS AND OTHER VIDEOS ROGUE MONKEY MEDIA HAS DONE. THESE ARE THE ATTENTION-GETTERS. THEY DRAW THE CROWD TO THE TABLE WHERE WE’RE ABLE TO TALK TO THE CUSTOMERS.”



“The biggest challenge was the weather. We got everything from good sunburns to getting drenched,” said Sanguedolce.

“It was really hot. Shooting with black cameras in 110°F sun put all of our gear at risk of overheating — and a few of them did,” said Charles.

Overall, everyone rallied through the challenges. The Rogue Monkey Media team worked in step with Sanguedolce to capture the size of the tower and the features that the new model offered.

“Opportunities to capture content tend to come more naturally with Steve because there are so many things that the towers can do. We had all kinds of opportunities to capture those features on video,” said Charles.

ROGUE MONKEY MEDIA

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Sales That Save Lives

The successful video shoot resulted in a promotional tool that Affordable Drill Towers could use on social media, on their website and on a screen at tradeshow. Not unlike the tower it depicts, this sophisticated and multi-functional video asset finally conveys the size and capability of the BAT in a way that resonates with Sanguedolce's prospects.

"This is our most viewed video online, and now we're able to set up a TV at a convention center or conference and loop this and other videos they have done. These are the attention-getters. They draw the crowd to the table where we're able to talk to the customers," he said.

In addition to shooting footage for the Mobile video, the Rogue Monkey team worked with Sanguedolce on ways to maximize their time on site to capture other footage for future campaigns and sales conversations.

"We knew that once the time-lapse cameras were set and we could leave them, we would have time during the build to do other things like photography and customer testimonials. I think Steve appreciated how our team proactively maximized our time on site," said Timm.

The most important aspect of this success story is how it contributes to the positive impact that Affordable Drill Towers has on the fire service industry. Cost-effective and sophisticated training facilities for firefighters can mean the difference between life and death. With the marketing materials that Rogue Monkey Media was able to produce, Affordable Drill Towers can spread the message of affordable training structures further than ever before. With the resulting increase in business, Sanguedolce is able to donate a large amount of the proceeds back into the industry to help get the right gear and training to the firefighters who need it.



"Doing this shoot with Steve, we were able to give him a lot of photo and video material to work with," said Charles. Because of that, Rogue Monkey Media was able to support other marketing campaigns for Affordable Drill Towers using those assets. "It's gone far beyond the initial deliverable of the video, and we love that we can be a valuable partner to Steve for all the work he puts back into the fire service industry."

Looking back on the success of this project and his continued relationship with the Rogue Monkey team, Sanguedolce is excited for what they can help with next. He knows that whatever the project, they will be the right team for the job. "I'm tough on them," he admits. "My expectations are high for my partners and I've been let down a lot before, but I've never been let down by Rogue Monkey Media."

Learn more about Affordable Drill Towers:
www.affordabledrilltowers.com