

# “GENIE STORY” VIDEO PUTS TEAM MEMBERS IN THE SPOTLIGHT

By Sean Larin, Terex AWP

Since the release of the very first Genie® Hoist, the Genie® brand has represented quality, service and support. These qualities are about more than just equipment, they live within the Team Members who stand behind the color blue.

The brand’s service-minded culture is known throughout the industry and is the defining factor for Genie. To help share this with those new to the brand, Team Members were put in the spotlight for the creation of the Genie Story video.

“Everyone who connects with Genie as a customer, supplier and Team Member becomes a part of the Genie Story,” said Mike Samora, Senior Director of Marketing and Market Intelligence, Terex AWP. “This video will introduce new people to our service-minded culture and allow them to hear our story from the Team Members who live it every day.”



Given the task of capturing the Genie spirit on camera was the film production company, Spin Creative. Equipped with lights, cameras and a ten person crew, Spin Creative started the filming process with one-on-one interviews of Team Members from all different departments.



“The Genie® brand has always been about people,” said Phil McCoy, Executive Producer, Spin Creative. “By starting the filming process with Team Member interviews, we were able to capture the essence of the Genie Story and shape the rest of the video around this narrative”

One of the first Team Members to be interviewed was national Account Service Manager, Ron Wixon. “It’s an amazing experience coming to work every day and being a part of such a support focused team,” he said.

Providing an international perspective to the video, Simona Martini, EMEAR Marketing Manager, said, “In countries around the globe, Genie carries a distinguished reputation for sales, service, quality and production - a reputation created and supported by Team Members worldwide.”

Many other Team Members stepped in front of the camera and spoke about what Genie represents within departments such as Sales, Operations and Cross-selling.



After hearing the many positive stories from the Team Member interviews, filming moved into the various departments that support Genie equipment.

Filming captured the efficiency of the Terex Parts Distribution Center West in North Bend, Wash. and the attention to detail of the Engineering teams at Terex AWP Main Campus in Redmond, Wash.

“As the Genie Story began to come alive on screen, the decision was made to add three extra days to the filming schedule and make sure that nothing was missed” said Matthew Billings, Creative Director for Spin Creative.

At one point, cameras could even be found in multiple buildings around the Redmond campus, simultaneously filming different aspects of the business.

In total, more than 60 Team Members held main roles in filming, either being interviewed one-on-one or speaking in groups to the values of the Genie brand. Even more Team Members were filmed performing regular tasks in departments including Customer Service, Parts, Logistics and various aspects of Manufacturing.

“The Genie Story is more than just a series of processes, it’s the spirit of the brand and its people,” said Scott Owyen, Training Marketing Manager. “All of the Team Members involved have bent over backwards to help, truly embodying the spirit we aimed to capture.”



With filming complete and the editing process underway, new customers, suppliers and Team Members will soon begin experiencing the Genie Story in a whole new way. Watch for the video this summer as it begins showing at customer events, new hire orientations and Series 100 training courses.