

In early 2018, Engine Room received a brief from kitchen and cabinet solution company Blum with a unique challenge.

Blum had a need to connect consumers with their brand and secure further trust from distributors, trade and commercial customers. They also wanted to demonstrate where quality hardware selections really come to life in a consumer's home.

However, they wanted to do this in a nontraditional manner: through the creation of a fictional narrative short film.

After presenting several ideas, Engine Room won the pitch. The development of the short film was challenging, as we had to ladder to key product features while still telling a believable story.

Entitled "The Cabinet Maker", the short film tells the story of cabinet maker Troy, who throughout his life fails to be satisfied by his work, only to realise as an older man from where his true source of inspiration should come - key moments of his life in the family kitchen. These moments inspire him to build a new kitchen with the quality it deserves.

The result was a film that not only communicated Blum's brand message of lifetime quality but connected with consumers in an entirely new manner - both through format (narrative short film) and tone (emotion).

The film had a great response both at a live event and social media, delivering on the brief to engage its audience in a nontraditional manner.