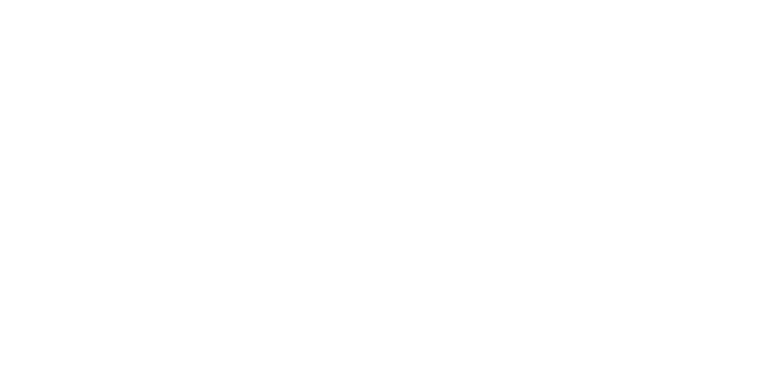
|  |  |
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| Global film playlist  May – Aug 2024 |  |
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This is a marketing guide to explain how film playlists are created and how they can be used locally. This document also outlines the current global films placed on the playlist.

The objective of the Fujitsu site playlist is to share up-to-date Global Fujitsu films supported by a mix of static content with viewers. The playlist is refreshed once a quarter to convey an up-to-date positive brand image of what we stand for; as well as promoting our marketing programs. The looped content can be displayed on plasma screens in main office locations and can be used at customer events. The primary audience is customers however internally, the messages are still relevant and interesting.

How is the playlist created

The most recent and topical films are selected for the playlist by the global brand marketing team. The playlist is split into 3 key categories:

* Corporate global
* Our customers
* Business Brand – Fujitsu Uvance

**How you can contribute to the playlist**

To contribute films into this playlist please send your suggestions via the Brand Workroom on the Fujitsu Media Portal, selecting ’concept agreement’ from the drop-down menu. (Please note films should have subtitles and a full transcript i.e. a list of captions should be provided to ensure it is inclusive and accessible).

**How you can use the playlist films**

The film playlist files can be obtained using the links listed above (some videos can be downloaded from the media portal, others may require direct contact to content owners) with the option to:

* Download the complete playlist to either display rolling content at office sites or to support events and campaigns
* Identify and create your own bespoke playlist with [Creative Services](mailto:CreativeServices@uk.fujitsu.com), using some of the available films.

If you have any queries or difficulties accessing video content, you may contact the [branding mailbox](mailto:branding@fujitsu.com)

**Using the playlist in the UK**

Teams in the UK must follow the same processes and procedures detailed above. Currently the playlist operates in the LON75 office (London), UK-EDI16 (Edinburgh), UK-MAN34 (Manchester), UK-WAR13 (Warrington), ABGM\_waiting area (Germany).

Please note:

* The video wall in LON75 can be used to support specific events. Please contact Creative Services directly with your request and your cost centre.
* N.B the below playlist will not be played in the order they are listed.

|  |  |
| --- | --- |
| Playlist | Video details |
| **Corporate Global** |  |
| Fujitsu Technology & Services Vision (FT&SV) 2023 film | Watch Fujitsu Technology and Service Vision 2024 message. Discover how to deliver business success in uncertain and difficult economic conditions and how to adapt rapidly advancing technology.  [Fujitsu Technology and Service Vision 2024 (youtube.com)](https://www.youtube.com/watch?v=dmuneF2pNsc)  (contact brand team for downloadable version). |
| FT&SV poster | Visions and Insights for your sustainability transformation journey. <https://mediaportal.ts.fujitsu.com/pages/view.php?ref=82632> |
| FT&SV Survey | Global sustainability transformation report 2023 <https://mediaportal.ts.fujitsu.com/pages/view.php?ref=82643> |
| Corporate Profile | Key corporate brand messaging from the Corporate Profile. <https://mediaportal.ts.fujitsu.com/pages/view.php?ref=84571> |
| Fujitsu Wayfinders | Fujitsu’s consultancy, Uvance Wayfinders. Taking a broad view of society through the lenses of business and technology, we’ve set our sights on finding undiscovered ways forward. [Promotion Film (sharepoint.com)](https://fujitsu.sharepoint.com/sites/global-brand_portal/SitePages/PromoFilm.aspx) |
| 2024 Fujitsu SX Survey Video | Fujitsu unveils the 2024 Fujitsu SX Survey, showcasing findings from a survey conducted between November to December 2023 with 600 C-level executives across 15 countries.  <https://mediaportal.ts.fujitsu.com/pages/view.php?ref=86182> |
| Sustainability transformation for **people** | Sustainability transformation for our planet – What is holistic well being and how will it enrich our society today? <https://mediaportal.ts.fujitsu.com/pages/view.php?ref=84701> |
| Sustainability transformation for **planet** | Sustainability Transformation for our planet – How do we go from forward thinking to generational thinking?” The report outlines essential steps to balance digital innovation with environmental achievements, showcases Fujitsu’s initiatives, and offers actionable plans that businesses can implement starting today. <https://mediaportal.ts.fujitsu.com/pages/view.php?ref=84695> |
| Sustainability transformation for **prosperity** | Sustainability Transformation for prosperity : What is a digital society, and why do we need it?” to discover how technology and data are creating a sustainable, human-centric digital society and contributing to a better future. We offer actionable plans and insights for tackling business challenges. <https://mediaportal.ts.fujitsu.com/pages/view.php?ref=84694> |
| **Customers** |  |
| The seeds of success | Bayer engaged in Fujitsu’s Digital Transformation services, assessing the power of the quantum-inspired Digital Annealer to solve complex challenges relating to seed production planning and materials campaign scheduling.  <https://mediaportal.ts.fujitsu.com/pages/view.php?ref=79404> |
|  |  |
| Aleksi | Customer Insights in Sustainability Transformation <https://youtu.be/y1ctRn1WYz4> (Contact content owner [kaarina.betz@fujitsu.com](mailto:kaarina.betz@fujitsu.com) for downloadable video) |
| Esko | Customer Insights in Sustainability Transformation <https://youtu.be/uxKyTuFuFVQ> (Contact content owner [kaarina.betz@fujitsu.com](mailto:kaarina.betz@fujitsu.com) for downloadable video) |
| Katariina HUS | Customer Insights in Sustainability Transformation <https://youtu.be/mVF9InGRD1c> (Contact content owner [kaarina.betz@fujitsu.com](mailto:kaarina.betz@fujitsu.com) for downloadable video) |
| Kimmo | Customer Insights in Sustainability Transformation <https://youtu.be/92lnjysdWA0> (Contact content owner [kaarina.betz@fujitsu.com](mailto:kaarina.betz@fujitsu.com) for downloadable video) |
| Skogforsk | Skogforsk, the Forestry Research Institute of Sweden, wanted to combine sustainability with technology, enabling sustainable forestry for the next century. <https://mediaportal.ts.fujitsu.com/pages/view.php?ref=86113> |
| Mini woolies | Woolworths and Fujitsu have supported the educational experiences of over 5000 young people with disabilities.  <https://mediaportal.ts.fujitsu.com/pages/view.php?ref=85914> |
| HMD Global | HMD Global, Europe’s largest manufacturer of mobile phones, leveraged the power of RISE with SAP on Microsoft Azure to become an intelligent and sustainable enterprise.  <https://mediaportal.ts.fujitsu.com/pages/view.php?ref=85941> |
| Royal Canin USA | Engaged with Royal Canin during RFI/RFP process in Summer of 2018. Implemented GLOVIA OM in 2019 & 2020. Providing added new functionality and that has led to us expanding within Mars group of companies.  <https://mediaportal.ts.fujitsu.com/pages/view.php?ref=85708> |
| PPP Green Complex Public Company Limited | With the vision to become No. 1 partner in the integrated palm oil industry in Thailand sustainability, PPP Green Complex Co., Ltd. or PPPGC therefore enhanced the potential by creating the efficient production process. <https://mediaportal.ts.fujitsu.com/pages/view.php?ref=84195> |
| Tex tracer | More supply chain transparency is needed and that is being delivered by a new platform called tex.tracer. Its Blockchain-based core has been developed by Fujitsu teams in Brussels and India.  <https://mediaportal.ts.fujitsu.com/pages/view.php?ref=84027> |
| **Business Brand – Fujitsu Uvance** |  |
| Fujitsu Uvance posters | Fujitsu\_Uvance\_Artwork: Innovative solutions that address business challenges and solve societal issues <https://mediaportal.ts.fujitsu.com/pages/view.php?ref=82550>  Fujitsu Uvance Poster 2- Seven Key Focus Areas  <https://mediaportal.ts.fujitsu.com/pages/view.php?ref=82723> |
| Sustainability Transformation | Changing the world through sustainability transformation  <https://mediaportal.ts.fujitsu.com/pages/view.php?ref=84570> |
| Fujitsu Uvance - Sustainable Manufacturing | Key focus area: Sustainable Manufacturing  <https://we.tl/t-xNjctcRexG> |
| Fujitsu Uvance - Consumer Experience | Key focus area: Customer Experience  <https://mediaportal.ts.fujitsu.com/pages/view.php?ref=82636> |
| Fujitsu Uvance - Healthy Living | Key focus area: Healthy Living  <https://mediaportal.ts.fujitsu.com/pages/view.php?ref=82633> |
| Fujitsu Uvance - Trusted Society | Key focus area: Trusted Society  <https://mediaportal.ts.fujitsu.com/pages/view.php?ref=82638> |
| Fujitsu Uvance - Digital Shifts | Key focus area: Digital shifts  <https://mediaportal.ts.fujitsu.com/pages/view.php?ref=82634> |
| Fujitsu Uvance - Business Applications | Key focus area: Business Applications  <https://mediaportal.ts.fujitsu.com/pages/view.php?ref=82635> |
| Fujitsu Uvance - Hybrid IT | Key focus area: Hybrid IT  <https://mediaportal.ts.fujitsu.com/pages/view.php?ref=82637> |
| 9363-01-Uvance-HIT-Hero-Video | Uvance Hybrid IT Hero Video  <https://mediaportal.ts.fujitsu.com/pages/view.php?ref=83812> |
| Fujitsu Uvance - Sustainable Manufacturing Video | Fujitsu Uvance - Sustainable Manufacturing  <https://mediaportal.ts.fujitsu.com/pages/view.php?ref=79631> |
| Fujitsu IGDC | Our sustainable journey - We've embraced all 17 UN Sustainable Development Goals as our guiding star.  We're not just a workforce; we're a collective force, forging a future that goes beyond profit margins.  <https://mediaportal.ts.fujitsu.com/pages/view.php?ref=84568> |
| Fujitsu AI Technologies for Sustainability Transformation | Overview of Fujitsu AI Technologies that underpin the Fujitsu Uvance key focus areas  <https://mediaportal.ts.fujitsu.com/pages/view.php?ref=84570> |
| Sustainable Manufacturing Smart Factory Coffee Clip | Sustainable Manufacturing though Smart Factory processes allowing for a better future.  <https://mediaportal.ts.fujitsu.com/pages/view.php?ref=85477> |
| Carbon Cakes - A night to think about the Quality of our Air | An evening where we presented a collection of polluted cakes, created by renowned pastry chef Asako Iwayanagi, to help us visualize the impact of our actions on the quality of our air.  <https://www.youtube.com/watch?v=R7bOGF3q33s>  (contact [hiroki.takeshi@fujitsu.com](mailto:hiroki.takeshi@fujitsu.com) for downloadable version) |

Thank you