



Logistex designs and delivers intelligent, productive, bespoke and cost-effective warehouse management solutions including warehouse management software and engineering support services.

“Our new Superdrug video is an end to end Leapfrog production from initial concept through to interviewing our customer, filming, editing and post production. It is both engaging and informative, clearly illustrating a really positive Logistex experience and more than meeting our brief.”

Justin Saw

General Manager – Integrated Systems, Logistex

What did the client want?

Logistex is an independent integrator that helps companies improve efficiency and reduce cost through the design and implementation of automated warehouse solutions. Logistex wanted to maximise the goodwill of its customers by producing video testimonials to act as brand advocates. The first project to be the feature of a video was the automation of Superdrug’s National Distribution Centre (NDC). The goal was to visually demonstrate what Logistex had achieved for Superdrug in its NDC and to use audio interviews with senior Superdrug personnel to highlight the benefits of the new system.

What did Leapfrog do?

Developed and directed a concise corporate video which communicates how Superdrug’s new solution, designed and integrated by Logistex, can handle in excess of 60,000 orders a day. Following an initial briefing meeting and recce on site, Leapfrog compiled interview questions and a storyboard for the video.

Filming included interviews on camera with Superdrug management and B-roll footage of the automation processes including picking, packing and sortation for delivery. Leapfrog carried out onsite art direction before editing the video and adding music, titles and credits.

Video Production

What were the results?

“We selected Leapfrog as our marketing partner for this video because we have seen the impressive work they have been doing in the materials handling sector.

“Their knowledge and experience of the market meant we have hit all of our business goals with the Superdrug video. It conveys a complex number of marketing messages in a short, but compelling three minute production.”

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General Manager – Integrated Systems, Logistex