

# NEW GUERNSEY PROMOTIONAL VIDEO IS RELEASED

21 OCTOBER 2016

Guernsey Finance and Locate Guernsey have worked together on a [new promotional video](#) for the island that shows it as the perfect destination to do business.

The three-minute video, which can be viewed online at [www.weareguernsey.com](http://www.weareguernsey.com) and [www.locateguernsey.com](http://www.locateguernsey.com), follows the days of two central characters – a local finance industry employee and an off-island practitioner coming to Guernsey to set up a business. It showcases the ease and advantages of doing business in Guernsey from both character perspectives, while at the same time highlighting the beauty of the island and what it might be like to relocate to Guernsey from a business and personal perspective.

Filmed by Guernsey videographer Luke Sheehan of Virtuoso Films, the video utilises an all-Guernsey cast, starring finance industry worker Naro Zimmerman and local model Viki Stunnell.

“

“We wanted to give a human face to Guernsey as a financial services destination and highlight the ease of doing business here. The storyline is easy for the viewer to follow and the choice of locations showcases the island’s innate beauty.”

Guernsey Finance Brand and Marketing Manager Dominique Ogier

”

It will be used by Guernsey Finance as part of its WE ARE GUERNSEY exhibition stand at third-party conferences across Europe, Asia, the Middle East and the US, at its own masterclasses and forums, as well as online. It was shown locally for the first time at Guernsey Finance’s annual industry update on 5 October.

Locate Guernsey recently showed the video to an audience of more than 200 people at its Guernsey Showcase event in London. It will be used as an effective promotional tool at future meetings and presentations and is designed to encourage engagement on social media.

Guernsey Finance Chief Executive Dominic Wheatley said: “Our previous promotional video had become rather dated and needed to be modernised. We believe the new video not only accurately reflects the ease in which service providers can do business in Guernsey, but also the ambience of the island. We hope it will prove to be a valuable marketing tool for us going forward and we’re confident it shows off some of the best things Guernsey has to offer.”

Guernsey Finance’s Dominique Ogier and Fabienne Bourgaize both worked closely with Mr Sheehan on the artistic direction of the video, locations and logistics and assisted on a number of the video shoots. Miss Ogier



A beach scene from the new WE ARE GUERNSEY promotional video. Pictured from left to right are: Jo Rathband, Ruby Coyde and Naro Zimmerman.

said: “We wanted to give a human face to Guernsey as a financial services destination and highlight the ease of doing business here. The storyline is easy for the viewer to follow and the choice of locations showcases the island’s innate beauty.”

Richard Le Tocq, Head of Locate Guernsey, said: “The video shows Guernsey in a fantastic light and makes it clear that living and working in the island has so many positives. When we showed it at our London Showcase event it was really well received and we’ve already had requests from various Locate Guernsey supporters to use the movie themselves. Of course we’re very keen for them to do so. The video project has also been a great example of two government agencies and a business in Guernsey’s creative sector working very well together.”

In addition to Mr Zimmerman and Ms Stunnell, the other cast members were: Jo Rathband, Ruby Coyde, Kristine Garlan-Hando, Mak Tachon, Pete Le Lacheur, Mark Ogier, Aaron Walden, Lucy Jenkins, Aindre Reece-Sheerin, Rosemary Despres, Peter Beausire, Ali Hando and Dana Ujhazyova.



A business meeting scene from the new WE ARE GUERNSEY promotional video. Pictured from left to right are: Viki Stunnell and Naro Zimmerman.

Click [here](#) to view Guernsey Finance's new promotional video for the WE ARE GUERNSEY brand.

WE ARE GUERNSEY is the brand under which Guernsey Finance promotes the island's financial services sector internationally. Guernsey Finance - the promotional agency for the island's finance industry internationally - is a joint industry and Government initiative responsible for the promotion of Guernsey. Under the leadership of Chief Executive Rupert Pleasant, the agency ensures that the core values and competencies of the island's finance sector are accepted and respected by the global community and that financial business development flows are enhanced.

PO Box 655, St Peter Port,  
Guernsey, GY1 3PN

+44 (0)1481 720071

[INFO@WEAREGUERNSEY.COM](mailto:INFO@WEAREGUERNSEY.COM)

