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CAPTURING WORKPLACE WARMTH: THE STRATEGIC ROLE OF CORPORATE VIDEO IN ARTICULATING ORGANISATIONAL IDENTITY AND EMPLOYER BRANDING AT EASTERN DECORATOR MALAYSIA

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Abstract:

This project documents the development of a corporate video for Eastern Decorator Sdn. Bhd., aimed at visually communicating the company's organisational values and culture of care to both internal and external stakeholders. Using an adapted Agile methodology structured across planning, pre-production, production, and post-production, the project successfully translated abstract values into tangible visual evidence. The video strategically focused on documenting informal, employee-centred initiatives (such as "One Malaysia Breakfast Day"), thereby highlighting the critical role of everyday gestures of recognition in fostering employee motivation, loyalty, and a sense of belonging. The findings confirm that meaningful employee engagement extends beyond formal benefits. Furthermore, the project demonstrates that corporate video, due to its capacity for capturing authenticity and emotional resonance, serves as a powerful strategic communication asset. By visibly articulating the internal culture, the video strengthens organisational identity, enhances trust, and significantly supports external employer branding efforts in the competitive Malaysian talent market. The project thus offers valuable insight into leveraging multimedia for effective, mutually beneficial organisational communication.

This work is licensed under [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)**Keywords:**

Corporate Video, Employer Branding, Employee Engagement, Workplace Culture, Multimedia Production, Organisational Communication, Eastern Decorator Malaysia

Introduction

Modern organisations are increasingly defined not only by their financial performance but also by their investment in workplace culture and employee well-being. Job satisfaction is a critical determinant of employee performance, motivation, and overall organisational success. When both financial and non-financial needs are addressed, commitment and productivity are fostered; conversely, unmet needs frequently result in dissatisfaction and reduced performance (Febriani, Mutiara, & Handaru, 2022).

Research consistently indicates that strong organisational perks and employee-centric initiatives are powerful tools for talent retention (Khan et al., 2022). Eastern Decorator Sdn. Bhd., a leading Malaysian home furnishing and lifestyle company, exemplifies this commitment through non-work-related staff activities such as “One Malaysia Breakfast Day” and “Ice Cream Day.” These initiatives successfully foster community and belonging among staff. However, as these activities are primarily internal, their potential impact on external corporate branding and recruitment efforts remains limited.

To bridge this visibility gap, the current project sought to leverage the persuasive power of corporate video. Corporate videos serve as a highly effective communication medium, utilising visual and auditory elements to enhance audience engagement, emotional connection, and message retention in ways static text or speech cannot (Muse, 2022). Recognising this, the present project developed a corporate video to authentically capture the genuine interactions and workplace warmth among Eastern Decorator employees. The video medium, by capturing real moments and values in action, provides a vital insight for both internal stakeholders and external audiences.

This project, therefore, aims to document the creation of a corporate video designed to visibly articulate Eastern Decorator's culture of care, thereby demonstrating the strategic role of multimedia in strengthening both internal identity and external employer branding.

The specific objectives of this project are:

- To document the corporate video production process, including planning, pre-production, production, and post-production.
- To demonstrate how the final video reflects Eastern Decorator's culture of care and employee well-being.
- To evaluate how multimedia projects can strategically strengthen employer branding and organisational identity.

Problem Statement

Organisational communication about employee well-being often focuses on formal benefits outlined in policies or contracts, overlooking ongoing efforts that support employees in daily work life. Employees in fast-paced workplaces may experience long hours, high workloads, and limited rest, which can lead to stress and reduced motivation. These challenges are exacerbated when organisations fail to provide visible support, leaving employees feeling undervalued and disconnected.

Without effective communication, employee-centred initiatives risk being overlooked, diminishing their impact on engagement, trust, and loyalty. Therefore, there is a need for a communication medium that conveys organisational care and recognition, ensuring employees feel appreciated and connected to the workplace.

Literature Review

Employee benefits have long been a central topic in organisational and human resource management research. Traditionally, employee benefits in Malaysia are defined as additional forms of compensation provided beyond basic salary, including health insurance, paid leave, and retirement plans (Mednefits, 2022). These formal benefits have been widely examined for their positive influence on job satisfaction and employee retention. However, recent studies suggest that employee benefits extend beyond contractual entitlements and may also include informal or non-monetary initiatives that contribute to employee well-being and engagement (Qader, 2021). Such informal practices reflect the daily interactions and cultural values embedded within the organisation, which often carry significant emotional and psychological value for employees.

In addition to formal benefits, scholars emphasize the importance of workplace culture and organisational support in shaping employee motivation. Brun and Dugas (2008) highlight that small gestures of appreciation, although not officially documented as benefits, can foster a strong sense of belonging among employees. Informal practices of recognition—such as verbal acknowledgment, social activities, or supportive interactions—address employees' emotional and psychological needs and help strengthen organisational commitment (Nugraheni, Subiakto & Isnaini, 2021). Research further suggests that organisations that demonstrate empathy and care toward their staff are more likely to retain talent and maintain higher levels of productivity, illustrating the meaningful role of everyday organisational gestures.

Despite the growing recognition of informal employee support, much of the existing literature continues to focus primarily on formal, contractual provisions. Studies on workplace communication often emphasise policy dissemination, corporate announcements, or external branding strategies, while paying limited attention to how everyday practices of care shape employees' lived experiences. This reflects a gap in both theory and practice: although many organisations implement informal initiatives such as peer support, team gatherings, or wellness-focused activities, these efforts are not always communicated effectively. As a result, employees may undervalue or overlook such initiatives, reducing their potential impact on engagement and workplace culture.

Corporate video has emerged as a powerful medium for bridging such communication gaps. With its ability to integrate visuals, audio, and emotional cues, corporate video is increasingly recognised as an effective tool for strengthening organisational communication and shaping

employee perceptions (Muse, 2022; Kapoor & Tanwar, 2022). Unlike text-based communication, video provides immediacy and authenticity by capturing real environments, interactions, and narratives. This multimedia richness enhances the clarity and emotional resonance of messages, making corporate video particularly suitable for showcasing employee-centred initiatives and workplace culture.

Scholarly research on internal communication has found that video storytelling helps employees form stronger connections with organisational values, especially when the video content includes real employees and genuine workplace moments (Rodrigues & Cervera-Taulet, 2017). Corporate videos that document daily practices—such as appreciation events, team-building sessions, or wellness activities—help translate abstract organisational values into visible, relatable experiences. This strengthens employees' sense of belonging and fosters trust in the organisation. The findings align with previous works by Muda et al. (2021, 2023), who demonstrated that well-structured corporate videos enhance message clarity, strengthen brand representation, and improve audience engagement through dynamic visual storytelling. These studies emphasise the potential of corporate video not only as a promotional tool but also as a medium for internal communication and cultural expression.

Given the increasing importance of employee-centred values within modern organisations, the role of corporate video in documenting and communicating workplace culture warrants deeper attention. Existing research tends to focus on the use of video for external branding or marketing, while its application for internal recognition and employee engagement remains underexplored. This presents an opportunity for further study, particularly on how corporate videos can highlight informal organisational practices that reinforce care, empathy, and belonging. By effectively communicating these values, organisations can strengthen internal cohesion and enhance their employer branding in a way that benefits both employees and the organisation.

Methodology

This project adopted a hybrid methodology that integrates the structured phases of video production—pre-production, production, and post-production—with Agile principles that support iterative development, continuous feedback, and stakeholder collaboration. The workflow ensured that the corporate video evolved progressively in response to evaluation and refinement at each stage. Figure 1 illustrates the overall methodological framework.

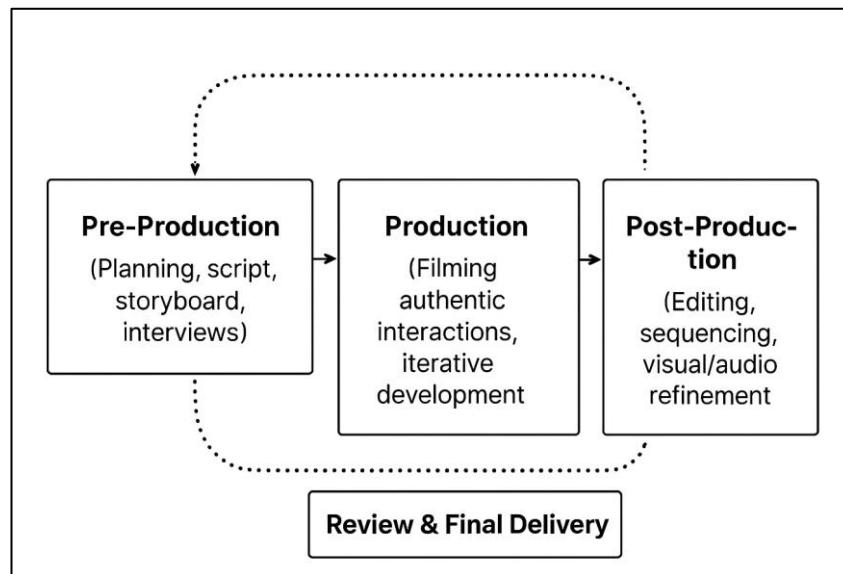


Figure 1: Agile-Inspired Corporate Video Workflow

Planning (Sprint Planning)

The methodology began with a comprehensive planning stage, which functioned similarly to Agile Sprint Planning. During this phase, the project scope, objectives, and target audience were clearly defined. Discussions with the supervisor and the Human Resource (HR) team were held to identify suitable employee activities to feature, such as Breakfast Day and Ice Cream Day. Expectations regarding messaging, tone, and branding were also established. This phase served as the foundation for prioritising tasks and assembling the project backlog that guided subsequent iterations.

Pre-Production (Sprint Preparation)

The pre-production stage involved detailed preparation to ensure smooth and efficient filming. Draft scripts and storyboards were developed, the filming schedule was finalised, and key interview sessions were arranged. Coordination with the Human Resource Manager helped confirm suitable interview timings and identify potential filming locations across the organisation. Guiding questions and a script outline were prepared to structure the interviews and maintain narrative coherence.

This stage followed an iterative planning approach, allowing early feedback to shape refinements in the storyboard, script, and filming logistics before production commenced as shown in Figure 2.

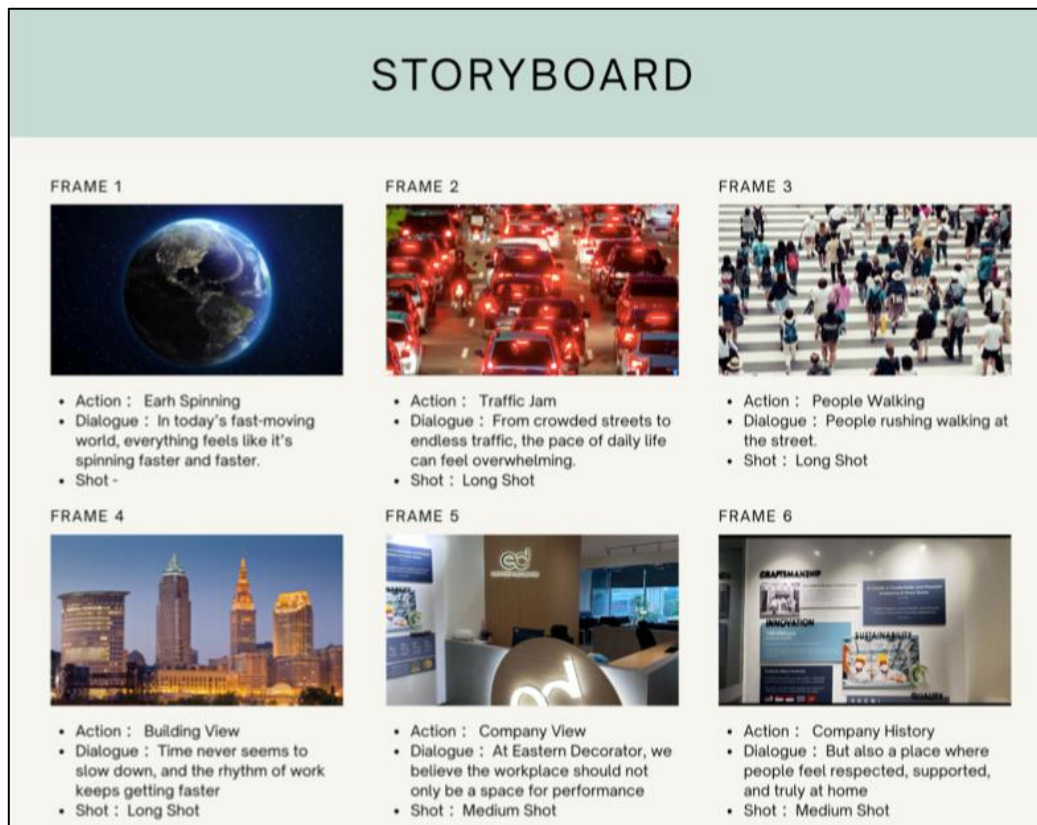


Figure 2: Storyboard for Pre-production

Production (Iterative Development Cycles)

During the production stage, video footage was captured using a mobile phone and tripod. Filming focused on documenting natural, candid interactions among employees during selected activities, providing authentic visual representation of Eastern Decorator's warm and supportive work culture.

In addition to activity coverage, interviews with selected staff were recorded to provide personal insights and strengthen the narrative dimension of the corporate video. Filming proceeded in short iterative cycles, enabling immediate review of captured clips to ensure alignment with project objectives. Necessary adjustments to angles, lighting, or content focus were made dynamically, consistent with Agile's emphasis on responsiveness and adaptability.

Post-Production (Iterative Editing and Refinement)

The post-production phase encompassed the editing and enhancement of collected footage. CapCut served as the primary editing tool, allowing for sequencing, trimming, colour adjustments, background music integration, and the addition of on-screen text consistent with corporate branding.

AI-based tools were employed to generate voice-over narration, contributing to a more polished audio visual experience despite limited production resources. Figure 3 shows a sample of post-production scene.

Editing was completed in iterative cycles, producing multiple drafts that were evaluated for narrative clarity, flow, and emotional impact. Feedback gathered after each iteration informed continuous refinement, ensuring that the final presentation communicated the intended message effectively.



Figure 3: A Sample of Post-production Clip

Review and Final Delivery (Sprint Review & Deployment)

A draft version of the video was presented to the supervisor and the Human Resource Manager for review. Their comments and suggestions were documented and integrated into the final round of refinements. This stage reflected Agile's Sprint Review, where stakeholder input plays a vital role in shaping the final deliverable.

Once approved, the final video was rendered and formatted for both internal and external dissemination. Internally, the video could be presented during staff gatherings, induction programs, or internal communication channels to foster a sense of belonging among employees. Externally, it could be shared through the company's social media platforms, website, and corporate promotional channels to highlight Eastern Decorator's caring workplace culture.

The successful completion of this phase marked the deployment of the project deliverable and demonstrated the role of multimedia production in strengthening employer branding and organisational communication.

Findings and Discussion

Implementation of the Production Process

The execution of the project, structured around the four phases of video production (Planning, Pre-production, Production, and Post-production), validated the efficacy of using an Agile-informed methodology for media creation. The iterative nature of the Post-Production phase proved crucial. By submitting successive cuts (e.g., rough cut, final cut) to Eastern Decorator

stakeholders, the project was able to incorporate immediate feedback regarding tone, pacing, and accurate representation of the employee initiatives. This continuous feedback loop ensured the final video remained highly aligned with the organisational vision and the defined objective of reflecting the "culture of care" (Objective 1). Furthermore, the extensive Pre-production phase—which prioritised genuine employee consent and non-staged interactions—was essential in guaranteeing the authenticity of the captured content, a quality vital for effective value communication.

Capturing and Communicating the Culture of Care

The final corporate video successfully served as an effective medium for translating Eastern Decorator's abstract values into tangible, visual evidence (Objective 2). The video's narrative focus on initiatives like "One Malaysia Breakfast Day" and "Ice Cream Day" highlighted informal gestures of recognition and appreciation, extending the discussion of employee satisfaction beyond formal benefits, as suggested by Sohail (2022). The findings confirm that the visual medium's capacity to capture emotional connection and authentic dialogue (Muse, 2022) was instrumental. Employee testimonials, when combined with footage of spontaneous interaction, provided compelling evidence of a strong sense of belonging and mutual respect—key indicators of a positive organisational identity (Gioia et al., 2000). The "workplace warmth" was thus captured not through scripted dialogue, but through documented, everyday relational practices.

Strategic Impact on Employer Branding and Organisational Identity

The project's findings strongly support the hypothesis regarding the strategic role of multimedia in organizational communication (Objective 3). By visibly showcasing employee care, the corporate video transformed internal culture, which was previously limited in visibility, into a potent element of external employer branding (Tuan, 2020). The video serves as a credible artefact that differentiates Eastern Decorator in the competitive talent market by advertising a meaningful employee value proposition based on non-financial support and a positive environment. This strategic communication of values is critical for enhancing organisational identity and fostering trust, not just among potential recruits but also internally, by reinforcing the commitment of existing staff (Tuan, 2020). Ultimately, the project demonstrates that corporate video is not merely a promotional tool, but a strategic communication asset for enhancing trust and driving both internal cohesion and external talent attraction.

Conclusion

This project successfully achieved its stated objectives, definitively demonstrating the strategic utility of corporate video as a medium for articulating and transmitting organisational values, specifically the concept of "workplace warmth." By meticulously documenting Eastern Decorator's employee-centred initiatives through an Agile-informed production process (Objective 1), the final video effectively highlighted the critical significance of informal gestures of care in cultivating employee motivation, loyalty, and a strong sense of belonging (Objective 2).

The key takeaway from this endeavour confirms that authentic employee engagement transcends formal compensation and benefits. The findings underscore that everyday practices of recognition and appreciation are crucial drivers of workplace satisfaction, and leveraging multimedia is essential to communicate these practices to maximise their internal and external impact. The strategic use of video, owing to its capacity to capture authenticity and emotional

connection, proved instrumental in strengthening both internal cohesion and external employer branding (Objective 3).

In summary, this project not only fulfilled its goal of visibly reflecting Eastern Decorator's caring culture but also offers valuable methodological and strategic insights into the role of multimedia in contemporary organisational communication. Ultimately, the work affirms that the purposeful communication of corporate values through visual storytelling is a foundational strategy for enhancing organisational trust, solidifying identity, and promoting a positive, mutually beneficial work environment that yields clear advantages for both the organisation and its employees.

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