



High-Quality, Targeted, Short-Form Video

How PA Cooperative helped Scottish Woodlands Ltd stand out — and sparked a programme of video work that continues to deliver results.

Challenge

In a noisy 24/7 media world, with multiple channels and ever-shorter attention spans, it can be tough to get noticed. PA Cooperative identified forestry as one area where high-quality video was not regularly deployed as a marketing and communications tool.

Solution

PA Cooperative proposed that its client Scottish Woodlands Ltd should promote its sponsorship of the Forestry Arena at the Royal Highland Show 2024 in a short video, to be shared on its website and social channels — to drive visitors to the Forestry Arena at the show. Experienced videographer Phil Wilkinson was engaged to produce the video, working with David Lee of PA Cooperative, who handled the scripting, interviews, and direction.

Result

Footage of pole climbing, axe throwing, and chainsaw carving — plus general shots of people at the show and interviews — was gathered on Thursday afternoon. By 8 am on Friday, a short, high-quality, engaging video was live on the Scottish Woodlands website and social channels.

Impact

Scottish Woodlands reported an increase in footfall at the Royal Highland Show that day and a significant rise in specific business enquiries from Friday onwards, against previous years. This led Scottish Woodlands to commission eight further videos showcasing different aspects of its work, published on social platforms including its YouTube channel. The videos have been well-watched, generated positive comment, and serve as targeted marketing tools across different areas of the business. Most recently, a film featuring the projects team clearing trees from wind farm sites was released in June 2026: youtu.be/mWbzcqvVk84

What happened next?

The videos attracted attention across the rural sector, and PA Cooperative was commissioned to create videos for the Forestry Operations New Entrants Programme at the Scottish School of Forestry in Inverness, and for the launch of the UK Nature Projects Association (UKNPA) in London.

“PA Cooperative has produced many excellent videos for Scottish Woodlands. They all tell a very clear and compelling story about aspects of our business, whether that’s a large new woodland development, the work of our projects team, or the excellence of our Graduate Development Programme. It’s always a pleasure working with the team, and we know the results will always be first-class.”

Ian Robinson, Managing Director, Scottish Woodlands Ltd

Notes

PA Cooperative Ltd is a Scottish public affairs, communications, and video production consultancy specialising in land-based industries including forestry and rural affairs. Founded in 2013. www.pacoop.co.uk