

BRIEF CASE STUDIES

"It is a rare occurrence that something happens in the business world today that truly has the power to transform both the marketing and the sales experience. Most organizations are so focused on the digital world, they forget that they need to be delivering true experiences to their prospects and clients to capture their imaginations, to further the engagement process."

- CEO of a \$200 million dollar on-line marketing firm



Situation: Land O' Lakes, Inc. over 14 billion in revenue is one of America's premier agribusiness and food companies. They had a new product and could not get a meeting with the various decision makers of a large super market chains. Yes, even Land O' Lakes could not even get their foot in the door with their new product.

Solution: Create an explainer video of the new product and its benefits, while designing an engaging sales tool: an LCD video brochure that will engage these CEOs they are trying to connect with.

Results: Within 3 days of it being mailed to their target audience they began to land meetings. Within the following 2 days of these meetings they closed a \$3 million dollar contract.



Situation: Pure Water Technology, Inc. found it difficult to sell their product and get to decision makers that would take time off their busy schedule and meet with them about water systems. They offer a healthier, safer, and greener system but the subject was not too exciting.

Solution: With a high-impact animated video installed on the video brochure they were able to leave behind for warm leads. They were left at the non-decision makers desk, however they found their way to the right individual due to compelling engagement.

Results: Their closing rate was now 50%, a much higher improvement from 5%-10%. In the first 6 months they gained \$122,000 in revenue. With the initial investment of \$3,000 for the LCD video brochures, it was well worth it.



Situation: C-SUITE NETWORK The C-Suite Network is the world's most powerful alliance and peer network exclusively reserved for C-Suite leaders. They sought out a piece of technology that would both wow attendees at the premier C-Suite Network Conference in Dallas, Texas and introduce exciting and powerful innovation to business leaders.

Solution: The hand distributed video brochure immediately held the attention of a room full of top-level C-Suite executives and introduced them to an exciting piece of new technology.

Results: When the promotional video played, the whole room was captivated, and no one wanted to press stop. After opening and engaging with the piece, 70% of conference attendees signed up for the on-line network, proving video brochures to be a successful promotional tool for the C-Suite Network.



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"The video books are so effective for our ROI we wish we started using these years ago"

- Astra Zeneca



Situation: Digital Brew having Multiple Emmy, Telly, and Davey awards for their video story telling skills still wanted to stand out at their trade shows. Their content and ability to boost their customers brand by video story telling needed to be seen and soaked in by new potential clients, and not just for 2 seconds when they saw the booth, but they needed something to take back to the office and show off.

Solution: Create custom branded video books. This showcases their brand on the cover with contact info and credits printed inside and back cover. Within a few seconds their customer will be able to know this video production company is official. They handed out 7 inch screen size video book and 2.2 inch screen small business cards to qualified potential customers at the trade show.

Results: After the conference they closed over 30% of the clients (each client is valued at \$10-\$25k) that received a video book and months later continuing to close new clients that held onto the video book but were not ready at the time to produce a video.



Situation: The award winning architectural designs from Rojo Architects paired up with Williams Company to produce a multi-million dollar building for Stetson University. After completing the design-to-build project for the University they wanted to give a WOW factor Thank you gift that could be enjoyed over and over again.

Solution: A 10" screen video book, Custom video, design, and programmed menu system that highlights each area of the construction phase. Each phase has it's own control button that shows the highlight video of the process as well as all the parties and donors that were involved to make the project complete.

Results: The WOW factor video book gifts was presented to Stetson University for them to show case in lobbies, waiting areas, and more to show the detailed process, planning, and over all purpose for their new multi- million dollar facility. They were stunned and grateful to have been presented with such a one of a kind, carefully planned gift that makes the building team stand out from all the rest. Their brand will remain in the front of their mind every day as it sits on their desks and lobbies at Stetson University.

Situation: Astra Zeneca is a British-Swedish multinational pharmaceutical and biopharmaceutical company. One of their medicines helps patients that had a heart attack. They wanted to create an easy to understand, step by step guide for the patient to know how to take care of themselves after they had a heart attack. While at the same time letting doctors know about their medicine that will help these same patients.

Solution: Create all content, creative, and list of the target audience that would get these 7" touch screen hard cover video books in the hands of their targeted heart doctors, primary doctors, and hospitals that are regularly caring for these patients. The doctors will then hand it to their patients to keep as a guide step by step in how to care for themselves after having a heart attack. These would be direct mailed and delivered to thousands of facilities. The campaign was strategically planned, created, and to create 2 versions a touch screen 7" model and a 4.3" soft cover model.

Results: First round of 75,000 were produced, the results were stunning and the pharmaceutical orders went from 11% to over 68% almost immediately. The campaign was so effective they ordered 150,000 more for the doctors to continually give to patients that just had a heart attack, as the patients watch these videos on the video book they see the Astra Zeneca logo on the cover and connect the drug company to actually caring and helping them in their next steps to recovery. Their ROI was well over 25x of their investment, they don't hesitate to implement the video books into their marketing every chance they get.

