

Case Studies | Dealer Testimonial Video



Opportunity:

Jack Gear needed to put together a testimonial video featuring their dealer customers talking about what they liked about Jack Gear's merchandising system. They needed several spots developed that would highlight various aspects of their complex product mix which were relevant to different audiences. The segments needed to be delivered in several formats to accommodate delivery on DVD and on their website.

Audiences:

General business



Solution:

Custom Programs would coordinate on-location video shoots and edit the footage down to several short segments highlighting specific aspects of the Jack Gear system. The segments would be delivered on DVD and in web formats.



Project Specifics:

- Coordinate travel for executive producer
- Coordinate video shoot on location with dealer customers
- Film dealer testimonials and B-roll footage of accessories and merchandising
- Edit several hours of footage down to 10 1-5 minute segments, complete with professional titles, transitions, and music
- Deliver final segments digitally on DVD and in QuickTime and Windows Media Player formats for web viewing



Results:

- Jack Gear was pleased with the professionalism and network quality of the final product
- The video segments proved to be an invaluable tool to Jack Gear sales representatives
- The length of visitor stays on the Jack Gear website increased dramatically with the introduction of the video segments online

