

Marketing with DVD

“We are on the verge of a marketing revolution even more powerful than desktop publishing was 20 years ago.”

— Steven Dworman
President of
Digital Media Marketing Organization

The following article is based on ongoing communications with Steven Dworman, president of the Digital Media Marketing. Steven has been quoted for his marketing insight and knowledge by over 3,000 top news sources internationally.

What is DVD?

DVD (or “digital versatile disc”) is a high-capacity distribution medium for video, audio, and graphics. Depending on how they’re recorded, DVDs can accommodate between one and four hours of movies, sound, and still images. DVDs can be played both by consumer DVD players and by DVD-enabled computers. DVD is rapidly gaining in popularity. According to Steven Dworman, 50 million US households will own a DVD player by the end of 2001. By 2002, nearly 80 percent of all US households will be equipped to play DVD.

Why is DVD such a powerful marketing medium?

Traditionally, a print-based direct mail campaign that yielded a two percent response rate was considered a success. But, with a growing onslaught of promotional mailings, in recent years the average direct mail response rate has plummeted to an even tinier fraction — approximately one tenth of a percent. That is, for every thousand pieces you send, you get an average of a single response. Surely there are more effective ways to reach your target audience!

One approach some companies have begun to explore is what Steven Dworman calls digital media marketing — using digital media to deliver marketing messages. A simple example of digital media marketing is videotaping a sales presentation and mailing it to a highly targeted list. According to Dworman, such tactics can generate response rates as high as 60 percent. In fact, he cites several well-known companies that attribute their success to making digital media the main ingredient in their marketing mix.

Even more powerful than videotape, however, is an emerging digital media star: DVD. DVD offers most of the very best attributes of print, videotape, audiotape, and the web. What makes DVD such a powerful marketing tool?

Accommodates a wide variety of content. Combine movies, sound, music, photographs, animation, graphics, games, and more on a single DVD.

Easy to view. Your customers can play your DVD in any consumer DVD player or DVD-enabled computer.

Easy and inexpensive to distribute. Simply slip the slim, lightweight DVD into an envelope and add first-class (or bulk mail) postage.

Preserves high quality. Like print collateral, DVD welcomes good design. You can use all your favorite applications to create graphics, lay out screens, and style your copy. And since making a DVD is an all-digital process, technical quality is maintained from beginning to end.

Provides high capacity. Depending on how it’s recorded, a DVD can contain between one and four hours’ worth of material.

Easy to navigate. Use menus, buttons, and other navigation tools so your customers can easily find what interests them most.

Supports hyperlinks. Embed a link in your DVD so your customers can visit your website for up-to-date and/or supplementary information.

Supports international distribution. Add multiple language tracks and subtitles for your foreign language speaking customers.

Lasts almost forever. Your customers can play your DVD again and again; unlike videotape DVD does not deteriorate with use.



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