

the next marketing revolution is here... now!

Motion Media for the Digital Age

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For many organizations, leaping into motion media as part of a marketing strategy had been considered an act of faith. Some have leaped into motion media as a gut reaction. Others foresaw changes ahead and wanted to be ahead of the pack. For others, there was concern that such technology would not provide ready and widespread distribution of the marketing message. For only a few, the leap of faith was taken with immediate profits in mind. But, a remarkable thing has happened: The fear is gone; technology now provides ready access; the profits are there for those who invest; and the public demands it. The "bar" has been raised. Motion Media has come of digital age---and not surprisingly, is red hot.

What is motion media? It is the way that businesses of all sizes are now using the power of digital technology to communicate. Its primary use is taking a company's marketing message and bringing it to life using rich, engaging video. And while video is not a new concept, its boundless use in corporate marketing and training has now become a corporate epiphany.

Why Motion Media? Motion Media appeals to more of our senses than static media and is vastly more powerful because when pictures move, people move --- and they move to buy. Sales and marketing people want their media to have high-energy, TV-style graphics----engaging and instantly informative.

Fueled largely by advancements in technology and its resultant lower costs for production, coupled with current television-driven standards, and the movement toward web-casting, this kind of media has become the standard rather than the exception. The consumer has become accustomed to, and now demands this kind of media in every area of their lives. Motion media is the new marketing differentiator and it's here to stay.

The use of video for marketing purposes had always been reserved for the larger organizations who had the budget and the competitive need to produce full-scale motion media production as part of their marketing strategy. Now companies of all sizes want it and can afford it.

The use of video-based brochures produced on CDs, and now, the highly interactive DVD format, has become enormously popular. Salespeople distribute them as e-business cards and e-brochures and they know that their prospects will view them because they're unique, high quality and very compelling. Prospects are much more likely to view a CD brochure than any other media. And with every new PC being shipped with DVD drives, distributing eye-popping video and audio to enhance an organization's image, while cost-effectively get their message across, has never been easier.

Why DVD? The DVD format allows the viewer to interactively access specific segments of the video content with or without a computer. This is ideal for trade show use and kiosks since the equipment requires only a DVD player and a touchscreen monitor. DVDs are used for directories, product descriptions, and many other applications for both static and video media.

The use of video is not confined to sales and marketing presentations, however. Organizations are using motion media for internal and customer training, web-casting, corporate announcements, specific promotions, fundraising, human resources, and many other uses.

Here is a summary of some of the reasons why motion media has become the communications tool of the future:

CONVENIENCE

Video doesn't infringe on a person's time. They can view the video at their own pace wherever, and whenever they wish.

COST-EFFECTIVE

Video often cost less than four-color brochures and can be changed at any time. A video on your website works 7X24 and can be updated at any time without hard copy expense.

UNIQUENESS

With video, you can expect close to 100% viewership. People will watch a video because it is still so unique. Market studies show that nearly everyone given a promotional video will play the media in its entirety---out of curiosity, if nothing else.

COST SAVINGS

Video saves travel costs. For companies who do business with distant customers, it is an ideal medium because the average sales call is estimated to cost \$400, including travel and lodging. Many corporations want alternatives to airline travel due to the cost and the time required.

ATTENTION GETTING

A professionally produced video will engage and hold a viewer's attention better than any other medium. People watch the whole message from start to finish, unlike printed material, which people thumb through or discard.

EXTENDS REACH

You may not be able to get every prospect to visit your manufacturing facility, but with video you can. Video takes a viewer right inside a manufacturing plant to see the entire production process, including the quality of

materials and workmanship that goes into a company's products.

DEMONSTRATIVE ABILITY

Video can show a product in action---something brochures can't do. It brings product features to life.

INTERACTIVE

The DVD format allows the viewer to interactively access specific segments of the video content from menus. No more fast-forwarding or re-winding to find video content. Large volumes of data can reside on a single disc with easy access to desired content.

TARGETED

Video brochures fit perfectly with the strategy of target marketing because a CD or DVD can be produced and mailed to a specific audience, unlike broadcast TV. It can also be personalized with the prospect company's name.

IN STEP WITH THE TIMES

Using video can help give an organization a progressive image. Today's visually literate society gets most of its information from television. Nine out of ten Americans say TV is their primary news source. Marketers realize that video is a medium of choice. Video doesn't replace an organizations print materials; instead a video can be designed to complement them.



For more information about **Imageworks**, contact us at 1-800-272-5711 or visit our website: www.imageworksonline.com.