

The Value of a Visually Concise Corporate Video

Main Product/Service

A business specializing in helping their clients look good through, employee uniform programs, employee recognition and reward programs, and meaningful promotional solutions.

Company Type

A privately held women-owned business located in Dayton, Ohio - having a local, regional and national presence.

Markets Served

Healthcare, Corporate, Retail, Construction, Safety, Educational Institutions, among others.

Business Challenge

The client was a sponsor at a healthcare industry conference where buyers from throughout the region were in attendance. With the sponsorship they had the opportunity to speak for five minutes during a luncheon. They knew they only had one shot to explain their new, innovative uniform ordering program, as well as their other capabilities. They also knew the most effective way to illustrate this would be through a clear and concise video, as opposed to trying to describe it.

Why They Chose MediaScript

The company was introducing a new and innovative uniform branding and ordering program and needed a creative and visual way to educate the attendees and other business prospects about their process. They had seen what MediaScript had done for other companies and that we could provide the impactful video that they needed.

How MediaScript Helped Their Business

The partnership with MediaScript allowed our client to effectively demonstrate to the conference attendees their organizations capabilities in the time allowed. They were able to get up in front of everyone, introduce themselves, play the video and then wrap things up in the allotted time. The immediate result was a standing ovation at the luncheon. Later, at the trade show, they had healthcare system buyers "lined-up at their booth" ... at the expense of the other uniform vendors in attendance!

Contact us today to learn how MediaScript can help your business!

