

## Business & Organization Video Production

According to a Wharton School of Business (University of Pennsylvania) national research survey on print versus video; a well-produced video increases information retention by 50% and speeds-up buying decisions by 72% over a print brochure. The purchase is faster by 70%.

The Internet has not cut down on television, they have merged in interaction. Still 9 out of 10 Americans prefer television to get their news.

Any effective communication is determined by its clarity of purpose. Your corporate video should be created to convey one single message, promote one single product or service, or express one singular idea or goal. The key to a successful video is keeping it simple and limited to a solitary goal or intent. A cluttered, disorganized video will leave the audience confused, antagonistic, or wary.

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Your business or organization will greatly benefit by letting us take a look at your project. Our unique work flow allow us to produce broadcast quality programming at a fraction of the cost of our competitors. We have successfully produced videos for out of state clients, sometimes by them sending printed materials that we can use for the video production. In other cases it's very cost effective to fly us in for a shoot.

We service Broward and Palm Beach Counties, concentrating in Parkland, Coconut Creek, Deerfield Beach, Coral Springs, Margate, Pompano Beach, Lighthouse Point, Hillsboro Beach, Tamarac, North Lauderdale, Lauderdale-by-the-Sea, Oakland Park, Wilton Manors, Fort Lauderdale, Lauderhill, Plantation, Weston, Davie, Dania Beach, Hollywood, Pembroke Pines, Pembroke Park, Hallandale Beach, Tequesta, Jupiter, Juno Beach, Palm Beach Gardens, West Palm Beach, Palm Springs, Wellington, Lake Worth, Delray Beach, Highland Beach, Boca Raton.