



projectline

**Get in touch.**

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# Document successes where they happen.

## VIDEO TESTIMONIALS

Projectline has produced customer testimonial videos for clients all around the world—from Caracas to Cape Town, to Bangkok and Bucharest. There is nothing more powerful than capturing real people, telling their real stories, on location.

### Invest in experience.

You don't have to know all the ins and outs of video production. We'll work to understand your marketing objectives to produce a creative brief that aligns with your goals, and we'll ensure that you and your customer have the opportunity to review and sign off on it before we begin. By developing intelligent, insightful, and conversational questions, we help to capture just the right moments once the camera is rolling. We manage all of the customer engagement and coordinate with the video producer, director of photography, sound, grip, gaffers, scheduling, and editing. And if you can't be on location for the video shoot, we will represent your company and make the experience extremely positive for your customer—because we know you would.

### Video that helps you meet your goals.

From advertising-quality videos for TV, global events, and other major media outlets to inexpensive YouTube-style, on-the-spot videos, we use what you know about your audience and your company's marketing and sales channels to select a video style that fits your program goals and your budget.

### What we can do:

- Customer and partner coordination throughout entire video process
- Legal release collection from customer
- Video production film team management
- Creative brief development
- Video interview question development
- Video shoot management on location, customer interaction, etc.
- Review and correction for all drafts
- Social media integration

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If you put your message and mission on a video, customers are able to see who you are instead of just your company, which generates trust and confidence in your clients.

– Bill Pratt, EzineArticles.com Expert Author

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