

CASE STUDY / TESTIMONIAL VIDEOS

TELL YOUR STORY, THROUGH VIDEO, TOLD BY ACTUAL JOURNALISTS

Many video companies claim to be good at storytelling and conducting interviews. We have degrees in journalism and real world experience working at Canada's top news agencies.

A Case Study / Testimonial Video is one video, or series of videos, produced by Media One Creative

for the purpose of explaining how successful a project was for one or more of your clients. We work with your sales team to identify your top clients and your most successful projects.

We take a journalistic approach to creating vibrant stories that capture your biggest wins and we do so in a systematic way.

Co-founder of Media One Creative Inc., Derek G. Rider, B.Journ., has written and produced videos for executives across Canada. Mr. Rider has worked at CTV News and Business News Network (BNN), and brings this experience to the firm.

By coupling Mr. Rider's experience as a journalist with industry-leading best practices in video production, we have created a process for case study videos that ensures success.

We create case studies fo a wide range of businesses, including:

- ERP / IT
- Management Consultancies
- Professional Services
- Banks
- Insurance
- Law
- Marketing / Advertising
- Oil & Gas
- Mining

We know how to bring the stories of your best clients to life and you know that case studies work well. It is just that videos work *even better*.



WE MOBILIZE ANYWHERE TO SHOWCASE YOUR SUCCESS

Why do I need a case study?

Case Studies have been used for years to showcase success. It is far easier to approach a client in the healthcare sector when you can already illustrate your success in working with a large hospital. Other mining companies will trust you if they can see how your business helped another mining operation. For the longest time, we were stuck with long-format written testimonials and case studies, but now, with video – we can do much more.

Why Media One Creative?

We have a proven process to creating effective case study videos and are trusted by Fortune 500 companies to produce Why? It boils down to process. We are not just a video company that will, 'send a video guy,' we work very closely with your sales team, marketing department and executives to capture the essence of the project and then we send an actual journalist to get the real story. This is the Media One difference.

Produced one, now what?

Creating a video case study is only the first step. Media One Creative Inc. offers a comprehensive package that includes producing the case study videos and much more. Imagine sending out your video case studies and having the written case studies attached to the video through a trackable download link. Imagine knowing how long your client watched the video for and capture viewer data to help your sales team. Even connect your video to Salesforce™

The Bottom-line

Marketing. This is what we are doing here: leveraging the most connected and engaging media available (video) and combining it with technology and analytics (software) to drive leads and sales in a measureable way (through your CRM). Whether you are a small business looking to delve deeper into a new vertical by highlighting your biggest account from last year, or if you are a multinational company interested in profiling dozens of projects, like one of our major IT clients, case study videos are an excellent choice for expanding your marketing collateral and giving your sales team effective tools to sell with.



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