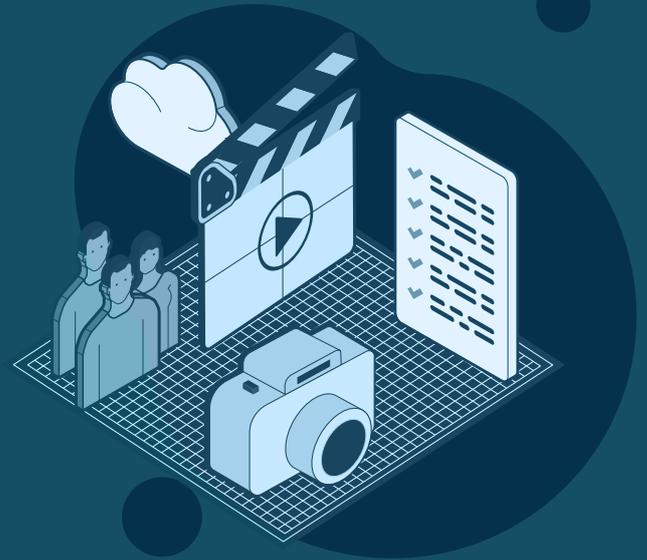


Everyone loves a good movie

**Relevant video content
increases your visibility**



Video content increases your visibility, builds credibility and drives enquiries. Well made, relevant video content helps you connect directly to customers. Our industry experience and customer knowledge enables us to create video content that answers the questions and needs of your customers – boosting website traffic and driving enquiries more quickly.

Boost your customer conversations

- ✓ Get more time, attention and more contact data from customers
- ✓ Generate qualified leads
- ✓ Increase open rates to your email marketing campaigns

Establish your brand personality

- ✓ Engage with your customers and encourage social shares
- ✓ Clarify complex ideas in seconds
- ✓ Empower customers with more information

Better visibility = more leads. Contact us today.

+44 (0)1202 721169 | chris@codacomms.com | codacomms.com

How we do it

All Coda-produced video content is created to meet your specific marketing communications goals. By delivering the focused, expert content your customers are looking for, video helps you stand out from your competitors.

1 Project Scoping

We identify target audiences, the key messaging and sales goals, and help you decide which information is included and how best to present it

SHOWCASE YOUR

Product Ranges
Industry Applications
Thought Leadership
Facilities & Capabilities

2 Scriptwriting & Storyboarding

Your story is created in detail by our in-house content team, with creation of a full-scripted storyboard that maps out the production shot-by-shot.

3 Production

In-studio, on location or in animation, our in-house team manages the whole production process, working with your teams to maximise content quality while minimising disruption.

4 Editing

Our dedicated video editor assembles and edits for maximum effectiveness, ensuring your content brings impact and credibility to your brand. Videos are optimised for their distribution channels, with voice-over and language options available for regional audiences.

5 Content Distribution

Your movie is ready to go – we can advise on getting full ROI from your investment, including sharing via **Social Media Management**, integration into your **Website Build** and usage at **Exhibitions & Events**

Here's one we did earlier

Facility capabilities shoot

In liaison with the marketing manager, we identified the key areas which need to feature.

Recce day

We walked the facility, interviewing key employees to gain as much knowledge as possible. Taking stills of the areas and equipment enabled us to build a detailed storyboard and quote accurately on job requirements.

Storyboarding

Each area featured stills from the recce, example look and feel, key quotes from interviewees and notes on any agreed set-ups or personnel to be present on the day.



Shoot schedule

A three-day shoot was agreed. The order of the shoot was determined by the size of the facility, and it being across two buildings, not by how the final sequence would be edited.

Filming

A roaming camera was fixed to a gimbal to manoeuvre into the best positions. A second camera with a macro lens was mounted to a tripod for extreme close-ups. Our art director ensured everything relevant was captured.

Editing

Shooting in 4K gave us superior cropping benefits. Footage was cut to fit the agreed backing track. To keep running time down, certain scenes were sped up and a time-lapse was used. Everything was then colour-corrected, and the onscreen text designed and applied.



What you get...

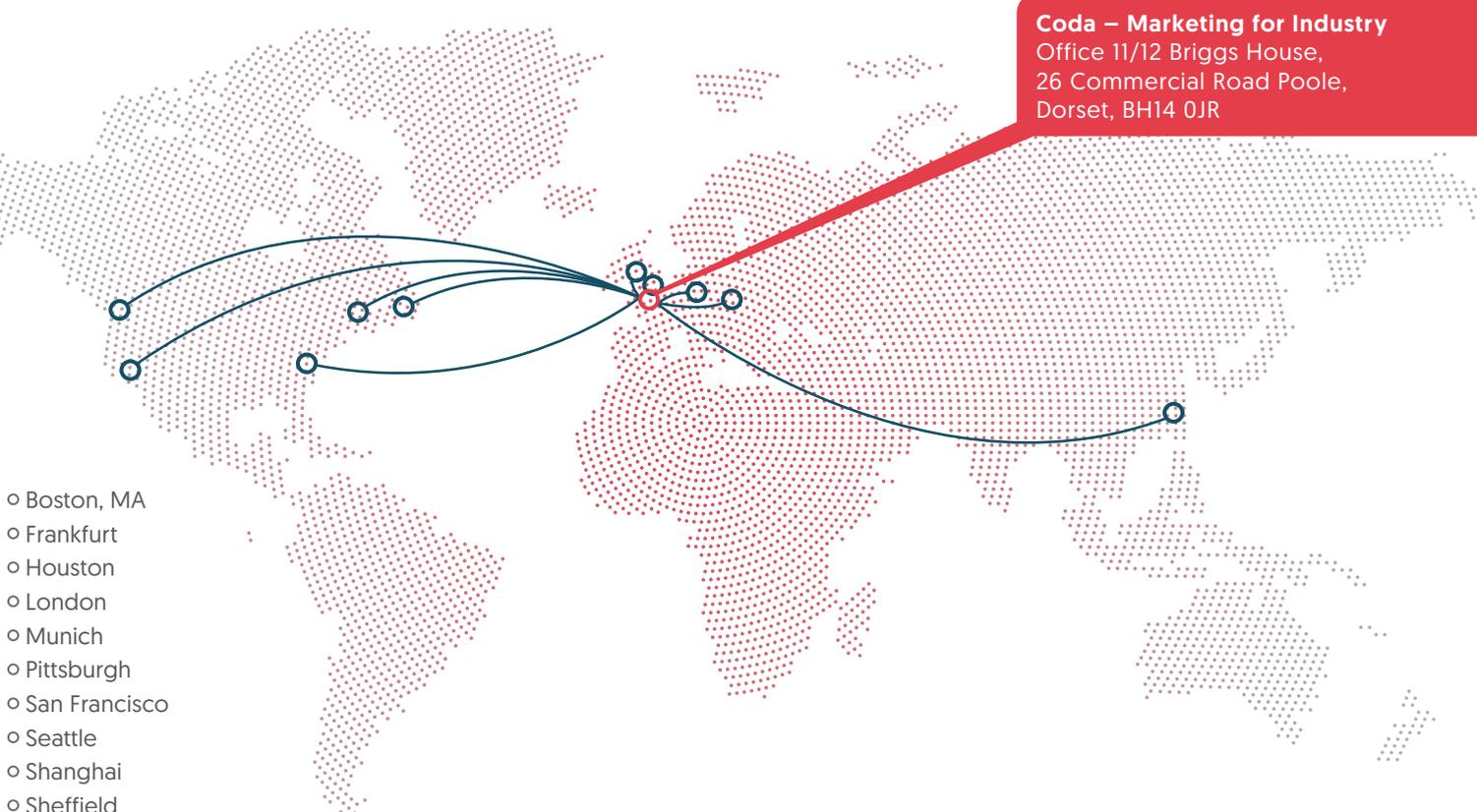
- Art direction
- Studio facilities
- Ability to shoot globally
- Editing capability
- Project management from concept through to delivery of final file
- File formats specific to your needs

Each part of the process is available as a stand-alone service so if you already have footage and just need editing for example we can still help.

...and who we are

- Full-time, integrated team
- An agency that understands the unique challenges of industrial B2B marketing
- Experienced account management team
- Dedicated teams for:
 - content creation
 - design
 - digital
 - PR & social

Supporting industrial businesses worldwide



Coda expertise = better quality videos. Contact us today

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