

Brand managers everywhere are asking: **WHY DIDN'T I HIRE coBRANDiT SOONER?!**

A smart, committed partner for all your social video needs.

coBRANDiT has produced web video for some of the world's largest brands and agencies since 2002. We've developed award-winning video marketing programs since before YouTube and Facebook existed!

We believe web video is a critical communication tool for brands and organizations of all sizes; video plays a key role in social media, networking, and word-of-mouth recommendation and discovery.

Our work is documentary in nature, based on storytelling: Real people, real stories, real places. We're committed to developing video and social experiences that work for both parties: you and your customers.

If your content isn't useful or entertaining, it's not relevant. Period.

What They're Saying:

"coBRANDiT put together a great social media campaign, the results of which exceeded our expectations."

 Matt Taylor, Global Director, PUMA Running

"coBRANDiT has a great understanding of social media and a deep expertise in execution...Top qualities: Expert, Good Value, Creative"

 Ryan Eichler, Weber Shandwick / General Motors

Critical considerations...

- 1) What is the story?
How does the story connect with overall marketing and category themes? What are the key touchpoints?
- 2) Who is the audience?
Are we trying to reach a broad audience? A narrow band of customers or fans? or B2B decision makers? Where do they congregate?
- 3) Who should tell the story?
What voices are appropriate to deliver our story? In what situations can these voices be found?
- 4) What is the style?
Shot with fancy cameras and gear? Or with Flip cameras? Motion graphics, soundtracks, or not?
- 5) How is it to be distributed?
Is there an overall social strategy? How are videos discovered? How and where do they influence opinion best? Is there a call to action? Convergence?
- 6) What is the value of a video view? Which KPI's are important? How are we measuring?

coBRANDiT Provides Video For:

Event Coverage, Behind-the-Scenes, Videoblog Content Programs, Corporate Announcements & Interviews, Livestreaming, Creative Skits, Lifestyle Research, Street Intercepts, Pitch Videos, and anything else relating to the strategy and business uses of storytelling brand videos.

But how much does coBRANDiT cost?

Here's the rule of thumb: Each day of shooting results in 2-3 days of editing. Contact Owen Mack for our day rate!

HOLY SMOKES...
This sounds awesome!



coBRANDiT video production | engagement strategy | execution

Want to get started?

If you're a brand or agency with a video project we would love to hear from you.

Please contact Owen Mack, Managing Director: 617-823-9286 | owen@cobrandit.com