



social media video production & consulting services

INTRODUCTION

As an online communication tool, video has arrived. Marketers are watching the tremendous growth of video sharing sites with mixed feelings: YouTube and the others are fascinating research tools, tantalizing brand messaging/marketing platforms, and totally beyond marketer control. As forward thinking brands move to enter this new space, they are finding that there's a lot to learn from the blogging world.

Brands joining the conversation successfully have learned their cluetrain lessons: transparency, authenticity, and a conversational (human) voice are critical. These core values apply to video as much as they apply to text. The companies that get it right often hire videobloggers as spokespersons, or they go a step further: they hire their customers.

At some companies, customers form a core of evangelists with whom they market. These brand communities suggest new products, test prototypes, and spread the word about new releases. As brand stewards move to provide video sharing tools to these communities, they are finding a wealth of research material, as well as authentic brand content. As an online communication tool, video has arrived. We're here to help.

SERVICES WE OFFER

Video Production including social media/blog content, field ethnography/market research, event coverage, and internal communications.

Consulting on social media/CGM/ad/event/word-of-mouth integration, brainstorming/ideation for new business pitches, RFPs, and marketing programs; video sharing technology for brand communities. Project Management for the above.

Our work is predicated on the belief that 1) Consumers are interested in seeing their peers interact with brands and products in real life environments and situations, 2) Consumers are interested in behind-the-scenes information relating to brands and activities they care about, and 3) Consumers want to participate in the creation and marketing of great products and brands.

Brands, agencies, and organizations we have assisted: PUMA, Pabst Brewing, Flying Dog Ales, Arnold Worldwide, Liquid Intelligence, Converseon, WOMMA, PSFK, Future Marketing Summit, I Have An Idea.

For more information and samples of our work, please visit <http://www.cobrandit.com/>

CONTACT

Owen Mack
Strategy & Development

coBRANDiT LLC 165 Newbury Street Boston, MA 02116
sales@cobrandit.com
tel. 617-823-9286