

INDUSTRIAL B2B EXPLAINER VIDEO

Client is an established company offering solar heating solutions for boiler feed water. They have a very unique selling point & offer guaranteed cost savings for their end-clients. They wanted the video to aid their sales process vis-a-vis handling basic queries and at the same time generate enquiries from target segment. They were looking for a comprehensive solution to

1. Generate interest in target market
2. Highlight Product Benefits
3. Aid Sales process

THE CHALLENGE

Creating a single video that caters to two different stages in the sales funnel

WHAT WE DID

We came up a proposal to create an explainer video to showcase the product features and benefits. As mentioned earlier, since the video was targeting two different purposes, creating an apt script was challenging. One key strength is that our team has right mix of technical and creative talent. As a result we were able to thoroughly understand the requirement and come up with a concise script. Once the script was approved, we created storyboard to show how the

video will look visually. The main focus was on engaging the user visually, so that even without audio or voiceover the person viewing the video will be able to easily understand the concept & benefits that the product was offering. We ensured that our storyboard incorporated these elements in form of large text, actual site photos, icons, simple element vectors. The voiceover was then recorded and animation done to bring the video to life.

THE RESULT

The video was well received and the client is using it extensively as ready-reference to handle enquiries and also to generate leads through campaigns