

HEALTH FOOD PRODUCT VIDEOS

Client is a startup company offering packaged natural health foods. The product range is very unique and is spread across 4 key categories. The client wanted to promote the products in social media channels. They were looking for a comprehensive solution to

1. Create Brand Awareness
2. Highlight Product Benefits
3. Enable Sales

WHAT WE DID

We came up a proposal to create short product ad videos to showcase each product. As the major promotions were in social media channels, we decided to create short videos 10-15 seconds duration. 10 key products were identified by the client and we created the videos.

Each video ensures all the three requirements, brand building, product benefits and sales were incorporated in the videos in an elegant way. We created 10 videos, each one very different from the other, but all capturing the essence of the brand.

VIDEO FORMATS WE CREATED

As the promotions were in social media channels, we primarily created the ads in square format. For promotions in Whatsapp/Mobile we also created vertical videos.

THE RESULT

The videos were well received and are seeing good engagement in social media and other channels.

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