

# Video Ads

Drive home your message with commercial polish

Video ads are the most effective way to get attention and direct viewers to take action. Using a professionally written script and recorded voice-over, ads reinforce your message while highlighting the benefits, features and advantages of your business, product or service.

Found on directory listings, social media sites and within company websites - ads raise awareness, generate interest, and drive customers to take action.



## What is a Video Ad?

An Ad is a *script-based* video designed specifically to solicit business from potential customers. It combines a strong call-to-action (ie. buy something, contact us) with engaging shots of your business in action to deliver a compelling story that grabs attention and persuades audiences.

“Video helps increase consumer confidence, conversion rates and sales

-ReelSEO

## Ads Get Results by Directing Viewers to Take Action

**62%** of people watch online video ads

-Kelsey Group

Customers who watch a product video are **85%** more likely to purchase

-eMarketer

Online video advertising can lead to **40%** increase in buying

-Kelsey Group

Directory listings with video receive **30%** more clicks

-YellowPages

# Select the Length that's Right for You!



Perfect for raising awareness and creating a positive first impression.  
• *Script review* • *1 round of edits* • *1 location*



Perfect for generating interest among potential customers.  
• *Script review* • *2 rounds of edits* • *1 location*



Perfect for engaging potential customers who are researching and want to know more.  
• *Script review* • *2 rounds of edits* • *1 location*

## Every Ad Includes:

- ✓ Professionally written script and recorded voice-over
- ✓ Natural and engaging shots of your business in action
- ✓ Closing with your contact details and call-to-action
- ✓ Dedicated producer & videographer
- ✓ Music, graphics, & award winning post production
- ✓ Web, mobile and TV ready formats (MOV, FLV, MPEG4)
- ✓ 24/7 Customer Service

## Video Ads Persuade & Promote

### Showcase your company

*Example: restaurants, contractors, hair salons, web and IT*

### Highlight your professional services

*Example: medical, legal, financial, health & beauty, real-estate*

### Feature the benefits of your products

*Example: retail stores, ecommerce sites, manufacturers, software*

### Promote your destination

*Example: parks, stadiums, neighborhoods, golf courses*

Raise awareness, drive traffic and persuade customers to take action.

**Book your online commercial today.**