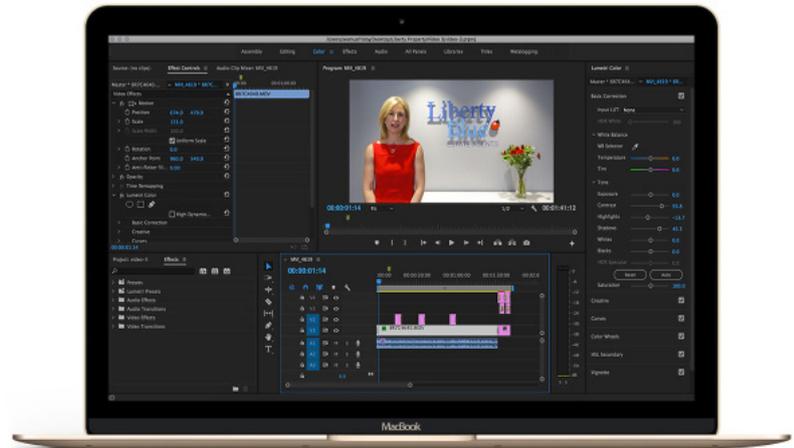


# Video Service

Undoubtedly, video marketing is one of the newest additions to your promotion toolbox. You might still have your doubts. Is it really worth to consider using videos for promoting your business?



# WE LOVE TO CREATE

WE LOVE WORKING WITH PEOPLE;  
BRINGING THEIR IDEAS TO LIFE,  
TELLING THEIR STORIES  
& DELIVERING SIMPLE,  
BEAUTIFUL RESULTS!!!!



# Benefits of Video

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## ✓ Video Boosts Conversions

First things first. Videos can make you some serious money. Adding a product video on your landing page can increase conversions by 80%.

## ✓ Video Shows Great ROI

To get you even more excited, 76% of businesses say that video provides good return on investment. Even though video production is not yet the easiest nor cheapest task, it pays off big time.

## ✓ Video Builds Trust

Trust is the foundation of conversions and sales. But building trust should be a goal on its own.

## ✓ Google Loves Videos

Videos allow you to increase the time spent by visitors on your site. Thus, longer exposure builds trust & signals search engines that your site has good content.

## ✓ Video Appeals to Mobile Users

Video & mobile go hand in hand with platforms such as Facebook leading the way in growing the video market online.

## ✓ Video Marketing Can Explain Everything

Launching a new product or a service? Create a video to show how it works. 98% of users say they've watched an explainer video to learn more about a product or service.

# MEDIA HELM

## Video Services



### Promo Video's

Promotional video's are a vital marketing tool & help your Google ranking when displayed on channels such as YouTube. Video is one of the most effective ways to inject your personality into your marketing messages, build trust, & connect with viewers on an emotional level.

We use only the very best video equipment to showcase your business in a positive light to help viewers get a better understanding of you & your business.



### Drone Video's

Drone videography is a great way to capture your business premises in order to display the scale of your business. Incorporating a mixture of drone video & traditional video is also an effective means to get your message across & showcase your business in a positive light.

Drone video also makes it easier to capture truly unique visuals that give the audience a totally new perspective of your business. We use only the best drone equipment that shoots your video in 4k quality.



# Client Testimonials

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“ Delighted to have the guys at Media Helm redesign our website. An extremely smooth & professional process which has brought our website to a new level. Thanks Guys ! ”



Tony Hayes  
The Irish Handmade Glass Company

“ I approached Media Helm to create a new brand for my gym & online business. As part of this process we required professional photography & video to showcase us in the best light & we certainly achieved this . Cheers guys ! ”



Derek Rowe  
Body Shape Performance

“ I have worked with Media Helm on many projects & have seen first hand the amazing work the guys do. Hard working, highly skilled, very creative & easy to deal with. They have a varied skill set that they bring to every project, while always displaying a can do attitude. ”



Justin Kearns  
TUCR

“ The guys at Media Helm are A1. Professionalism, creativity & flexibility! Couldn't recommend enough! ”

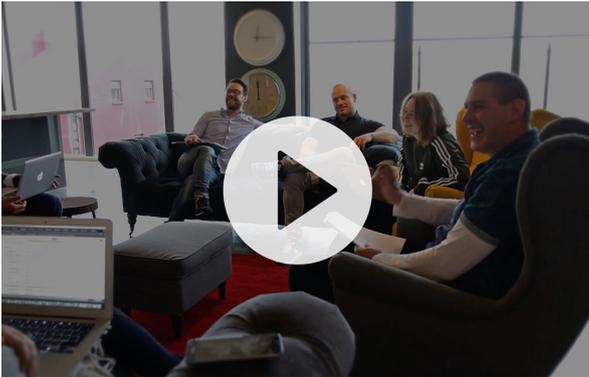


Kevin Walsh  
Aphex Automation Systems



# MEDIA HELM

## Case Study - Thimba Media



Thimba Media is a fresh start up consisting of young highly skilled individuals based in Waterford. They approached us as they required a funky promo video to showcase their business. We were delighted to get stuck in & arranged a brainstorming session with their team.

During the session we discussed what they were trying to achieve & how best to visualise this. We storyboarded the process together to ensure each of their key points were covered. The resulting promo turned out as envisage with one happy client at the end.



# MEDIA HELM

## Case Study - Liberty Blue



Liberty Blue are award winning Estate Agents based in the South East. It's CEO Regina came to us as they needed to create a series of professional video's for use on their Website & Social Media campaigns. This was the first step in a campaign, which will eventually include further video's showcasing homes for sale.

We devised a strategy that would allow them to provide a series of 'Top Tips' through video's that would add to their already professional public image. The video's have been well received & have helped them keep their pulse on an every changing market.



# MEDIA HELM

## Case Study - Seagull Bakery



Sarah from the Seagull Bakery runs one of Ireland's premier artisan bakeries. While capturing images to use on her website she asked that we also create a short promo video to showcase her methods of baking & use of traditional methods.

At the time Sarah ran her business from a purpose-built unit, which was the perfect place to capture her at work. Her hands-on approach & specialist cooking equipment provided us with plenty of great footage. Sarah was very pleased with the finished result, which stands the test of time on her website today.

# ▶ MEDIA HELM

## Case Study - Port of Waterford



The Port of Waterford came to us as they required a promo video to showcase the amazing facilities at their Waterford plant. The most effective way to capture the scale of their plant was through the use of aerial drone footage, which provides an amazing overview that would be difficult to demonstrate from the ground.

Capturing footage like this allow their clients to see the size of their plant & it's proximity to storage units & the road system. It also allowed us to show the unloading of materials from cargo ships & the addition of the rail line for ease of moving materials around the country.

# ▶ MEDIA HELM

## Case Study - Balance Fitness



Seamus from Balance Fitness approached us as he wanted to show one of the many challenges he likes to engage his clients with & the diverse nature of the runs they perform. The video we captured was mainly captured using high definition drone footage as this is the most effective way to show type of runs in their entirety.

A mixture of still camera & aerial drone footage was used to give a very polished end result. The choice of music adds to the liveliness of the video & really provides a sense of the activities Seamus performs with his running groups. The end result is one we're very happy with.



Web | Brand | Photo | Video

FOR A FREE CONSULTATION  
CONTACT US AT  
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or

CALL US ON  
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