

THE DGNL MTHD

VIDEO PRODUCTION AT A GLANCE

As a full-service video production and graphic design creative agency, we specialize in creating content that moves the needle for our clients' businesses. We've found that every successful video starts with inspiration, ideation and preparation. With a clear goal in mind, and a story to tell, we use our tried-and-true methods to create content efficiently and effectively.



Here are five of the most important (and simple) videos we create to propel businesses forward.



BRAND SIZZLE

A clip reel with upbeat music and style that catches the eye of a potential customer that identifies — 1) What your brand is, 2) What you do, 3) What you've accomplished.

GOAL: Place eye-catching video on the front page of your website, or across social media to draw clients in.



TESTIMONIALS

Interviews with thought leaders or people who have benefited from your company's work.

GOAL: Create win-win content for both you and the participants. Participants are motivated to share the finished content on their owned channels, promoting and accelerating a positive reputation in your industry.



EXPLAINER

Informational video with technical details about your company or product.

GOAL: Capture potential clients/customers with an educational video strategically placed on your 'What We Do' page, or as an incentive to capture an email.



CASE STUDY

A case film tells the story of a successful campaign in three simple acts — 1) The Challenge, 2) The Execution, 3) The Results.

GOAL: Create a unique all-in-one video that's designed to stand out in a jury room, the boardroom, or even a virtual event room.



PANEL DISCUSSIONS

Professionally produced live or recorded discussion on a single topic, featuring key players and thought leaders.

GOAL: A platform for important conversations such as Diversity, Equity and Inclusion; New Business; Growth Opportunities; and Industry trends.



SO, HOW DO WE CREATE YOUR UNIQUE VIDEO?

That's easy! We tailor the process to your specific needs. The assets and elements required will vary depending on what you want to create; the ideal deliverable. Check out the flow below to give you an idea of what to expect while working with our team!

