

ARE YOU READY?

# Let's make better video together.

## Make every frame count

The line between B2B and B2C video has blurred. Today's audiences may watch content to **learn** about your brand, but they also expect to be **engaged** and even **entertained**.

Video has the power to make an emotional connection that no other medium can touch.

These days, almost everyone is producing videos. So how do you cut through the noise?

Growing a loyal audience isn't as simple as making a video and uploading it to the web. To create content that pays off, you need a long-range plan. Without one, you risk being a one-hit wonder.

## Think like HBO

HBO's success is based on its ability to create original content that's tailored to their audiences and then promoted and distributed to maximize reach and maintain viewer-ship over the long-term.

Whether your goal is to generate brand awareness, drive campaigns, acquire new customers or maintain customer engagement – you don't need an HBO-like budget but you do need a programming plan that considers audience first, aligns with business objectives and makes the most of your marketing dollars.

As more and more people are introduced to brands through video, thinking like HBO isn't such a far-fetched idea.

## You deserve a studio

Our business cards say "Norwood," but we like to think of ourselves as a Hollywood studio for brand marketers. At Cramer Motion Studios, you'll meet a diverse group of thinkers, filmmakers, artists, and creators united by a desire to produce content that's original, emotional, and inspires your audience to take action.

As a full-service video agency, we offer planning, development, production, and promotion of this original, powerful content. And while traditional production houses are focused mainly on execution, Cramer Motion Studios knows that our clients' long-term success depends on a big-picture approach to creating video content.

## Audiences agree: video drives business

**80%** increase in conversions when video is added to a landing page

**50%** of all mobile traffic is now accounted to online video

**70%** of the top 100 search listings on Google are video results

**92%** of B2B customers watch videos online

## Our formula



## Now playing



If you're ready to achieve more, so are we. **Let's go.**

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