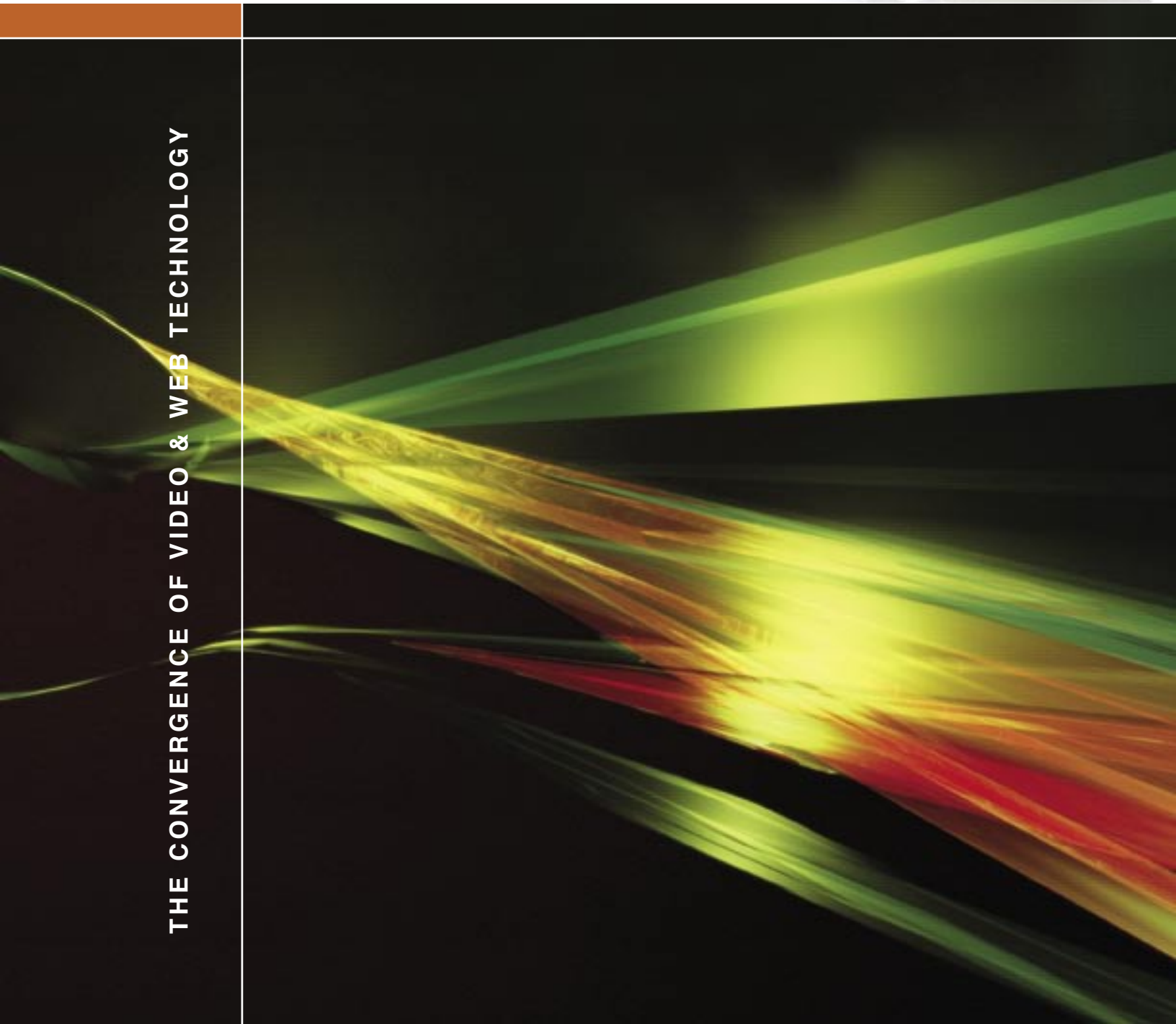




WEBMERCIALS

THE CONVERGENCE OF VIDEO & WEB TECHNOLOGY



WEBMERCIALS FOR YOUR BUSINESS WORK



Think of a Webmercial as a TV commercial produced exclusively for viewing on your website. It can have soundbites, live video footage, photos, graphics, voiceover narration and music – everything you have in a TV commercial, except the expense. Webmercials are an innovative marketing tool that will enliven your website, enhance your company's image and help sell your products and services.

WHY A WEBMERCIAL

Engage Your Customers & Maximize Your Website's Selling Potential

Most websites are static. They contain only text. Yet studies show that people retain much more information if they see it and hear it. Listening, watching, interacting and reading produce a far greater level of understanding than reading alone. Sight, sound and motion mean that potential customers who come to your website will remember your Webmercial's message.

For most businesses, Webmercials are far more cost effective than TV advertising. TV airtime is expensive to buy. It's easy for your commercial to get lost in the clutter of all the other commercials. And not everyone watching TV is a potential customer for your business, so you can waste valuable marketing dollars on people who aren't even prospects. A Webmercial, on the other hand, reaches captive buyers who have come specifically to your website to learn about you. Since it costs nothing to "air" your Webmercial on your website, it sells for you all day, everyday.



Enhance Your Image. Sell Your Products. Make a Statement.

There are a variety of ways you can use your Webmercial to energize your website. Here are a few:

Enhance your **Corporate Image** by going “on-camera” to deliver a message that explains your corporate mission or approach to doing business. Do a **Product Demo** that briefly demonstrates the features and benefits of the products your company offers. Create a **Company Capsule** that summarizes what your company is all about and what it has to offer.

We'll work together to create a message and production approach that's right for you and your company.



LEARN MORE View Our Demo DVD



THE FOUR-STEP PRODUCTION PROCESS

FAST. EASY. STRESS-FREE.

- 1. COPYWRITING**
We'll help you write a 60 second message about your company's products or services.
- 2. VISUALS**
We'll work with you to define visual content – live footage, still photos and graphics.
- 3. PRODUCE**
We'll combine visual elements, narration & music.
- 4. ENCODE/OPTIMIZE**
We'll encode & optimize your Webmercial so it downloads fast and looks great on your website.

PUT US TO WORK FOR YOU

The Media Dimensions production team has been creating corporate media for more than 20 years, so we know a thing or two about how it's done. We know how to design and deliver effective messages that will sell your products and services. Our web developers will make your Webmercial look great by encoding and optimizing it for seamless playback. Our graphic designers will suggest creative ideas for your website to showcase your Webmercial more effectively.

“Our Unique Combination of Video Production and Web Development Expertise Ensures Your Webmercial’s Success.”

Creativity – so your Webmercial gets noticed. **Intelligent Thinking** – so your Webmercial meets your needs and your budget. **Technical Skill** – to deliver uncompromising quality to enhance your image. **Business Know-How** – to help you deliver the right selling message. **We create** Webmercials that deliver results for you.

media dimensions 
Energize Your Website

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