

CASE STUDY

Beam Video Marketing Campaign



 **POP VIDEO**

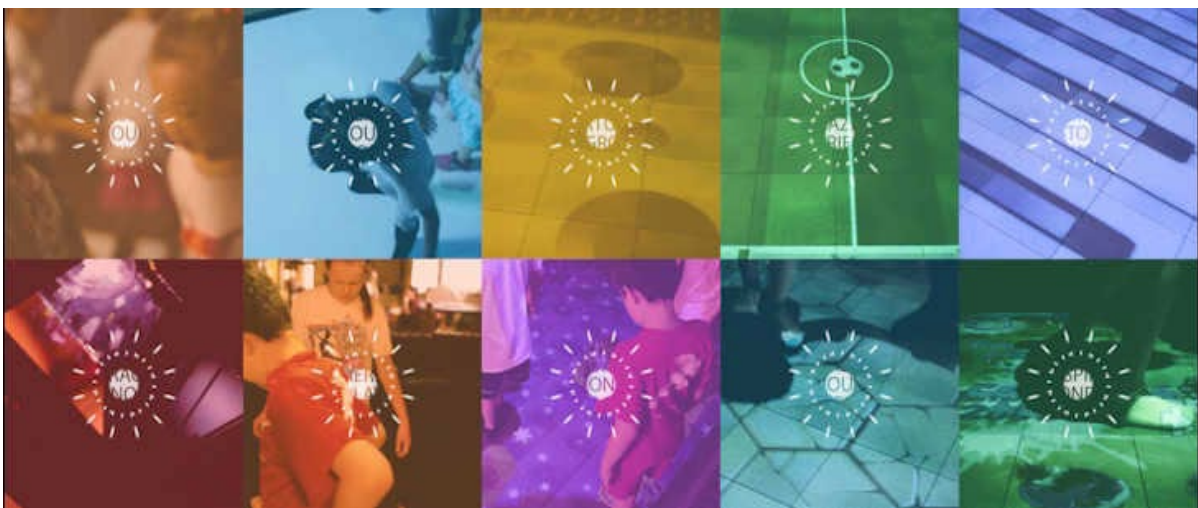
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THE FACTS

Beam is an award winning, interactive game system...but we prefer the term virtual playground. The platform is super slick, incredibly easy to use, and a truly immersive experience. We started off with a series of five testimonial videos across five of their primary verticals - Family Entertainment Centers, Education & Learning Centers, Fitness Centers, Churches, and Healthcare Centers. *(Click an image to watch the respective video)*



From there we produced two additional video marketing pieces - A **30 Second Web Promo** and **30 Second Social Promo**. Most of Beam's customers use the Beam system as a marketing tool for their business, to help them stand out from their competition. The 30 Second Web Promo is more generic than any of the testimonials, and includes shots from all verticals, making it effective for any Beam customer to use as a marketing piece. The 30 Second Social Promo has frequently changing text treatments and is a little snappier and more visually appealing, making it ideal for social media. We also created 10 Vine videos, for Beam to release as fun little promotional snippets to help engage their target audience and build their brand.



Now, with all of this video content in their marketing arsenal (plus stills for web design and print media), Beam is launching a full scale video marketing campaign that will reach across all channels.